

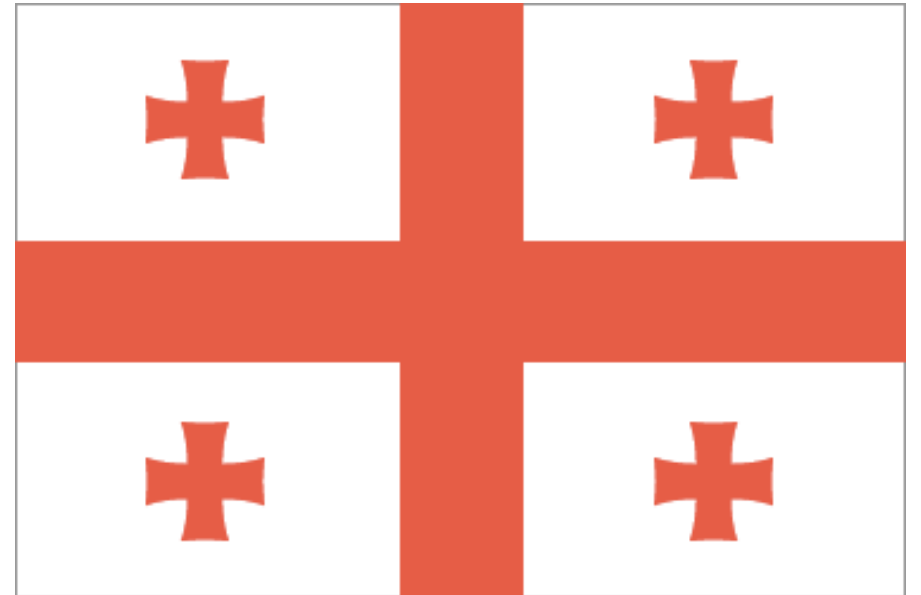
Life: Georgia

Concept Presentation



GILEAD

Advancing Therapeutics.
Improving Lives.



Premise

Hepatitis C virus (HCV) infects an estimated 130–150 million people globally and results in an estimated 700,000 deaths annually from hepatocellular carcinoma or cirrhosis.

Georgia has the world's third highest prevalence of hepatitis C, after Egypt and Mongolia, with nearly 7 percent of adults carrying the virus. It also has a wide range of viral variations and different types of patients.

Gilead Sciences, a world-leader and trend-setter in innovative scientific research, is at the forefront of the war on HCV. Its core philosophy is based on the belief that unlike other serious chronic diseases, hepatitis C has the ability to be cured, when combined with cutting-edge science, affordability, and accessibility.

In 2015 Gilead, in partnership with CDC and the Government of Georgia, has launched an unprecedented program to demonstrate to governments and multilateral agencies worldwide that hepatitis C can be eliminated with a pilot project in Georgia offering free drugs to all those who need them.

To date Gilead Sciences has given life to over 6,000 of Georgia's most vulnerable citizens, and is on track to cure 20,000 more annually until the hepatitis C epidemic is eradicated in Georgia.

Concept

An ancient Georgian proverb states that “he who saves a life, saves an entire universe,” and it is clear that Gilead’s leadership and generosity has forever changed the future of Georgia, because the impact of saved lives goes well beyond the patients themselves. It impacts their families, friends, and the broader Georgian economy.

As a token of gratitude Georgia will present Gilead Sciences with a multidimensional artwork created and donated by prominent American artist David Datuna. A heart-shaped wall installation, measuring 5ft by 6ft, and adorned with Swarovski crystals, is called “Life.” Made in David’s signature style of laying a cascading veil of varying optical lenses over an intricate, multi-dimensional narrative, it features photographs of the thousands of Georgians already saved by Gilead.

“Life” Installation Visualization



Concept (continued)

David is a native of Georgia, and is himself a cancer survivor. Ever since beating cancer David has made it his life mission to travel around the world and share the key values he has always transmitted through art – love, individuality, and personal freedom.

He has been especially moved by learning about a health crisis in his home country, and the generous response of Gilead, which lead to the creation of “Life.” It represents the underlying factor in the partnership between Georgia and Gilead Sciences, as well as the ultimate fruit of this relationship.

In due time Life will spread further, stamping out one of the most serious health risks the world is facing today.

The artwork will be presented at a special reception in New York, San Francisco, or Washington, DC (to be determined in executional phase).

About David Datuna

David Datuna is a Georgian-born American artist now living in New York. Over the past several years Datuna's noted series, Viewpoint of Millions, established his signature technique of laying a cascading veil of varying optical lenses over an intricate, multi-dimensional narrative.

In December 2013 David Datuna became the first artist in the world to utilize wearable technology in a contemporary work of art on a monumental scale with Portrait of America – the first installation in his Viewpoint of Billions series.

In February 2014 the Smithsonian's National Portrait Gallery featured Portrait of America, where record-breaking 27,000 visitors waited for over two hours to see Datuna's work, expanding the definition of a 21st Century portrait.



A feature length documentary film that traces Datuna's journey from Tblisi, Georgia to today was completed in 2015, and is currently playing at film festivals around the world. Along with critical acclaim, the movie won the prestigious Best Feature Film award at the Raindance Film Festival in London.

Always at the forefront of experimenting merging of art forms and technology, David is currently working on Project Freespace, with plans to launch a satellite into orbit to communicate with his art.

David Datuna's mixed media sculptures have received critical acclaim on three continents for over a decade, merging elements of conceptual and pop art, creating a thoughtful and visionary body of work celebrating cultural identity and freedom.

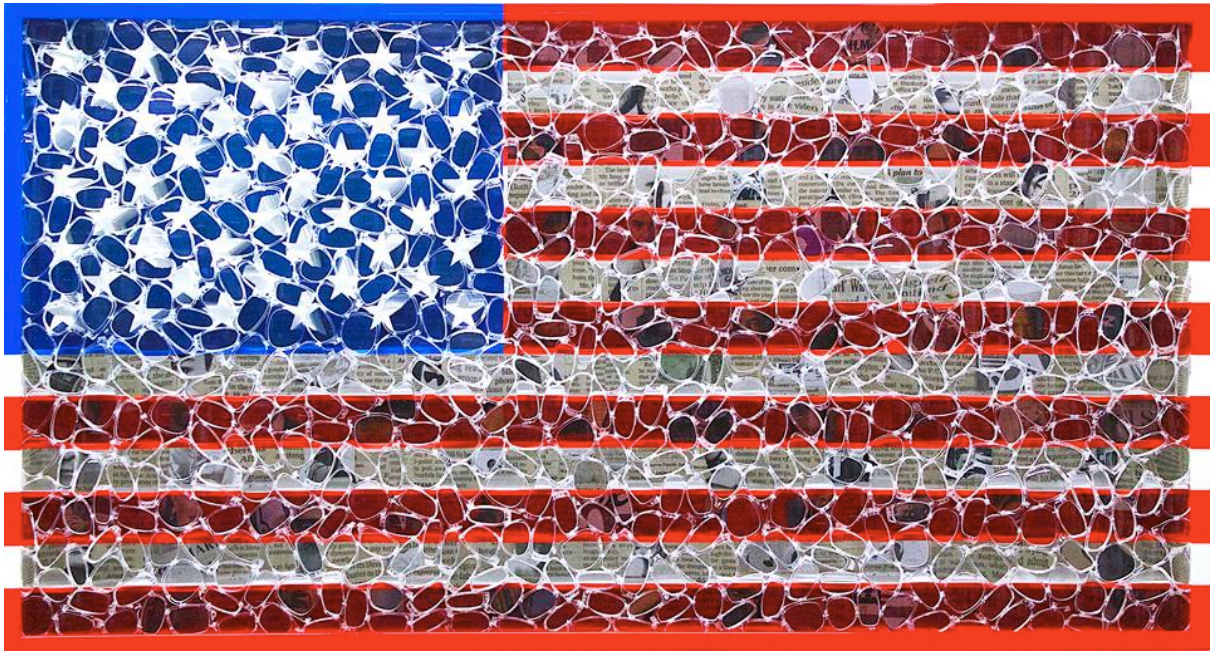


Smithsonian Magazine noted his work as an important moment in art history: "As a work of art, Portrait of America marks a dynamic contemporary moment in the intersection of culture and technology. Datuna, an émigré from Soviet Georgia, used Google Glass as a 21st-century tool to illustrate the nation's continuing sense of "E Pluribus Unum." The flag's symbolism conveys the idea that, despite today's cultural fragmentation and diversity, we are somehow still bound together, one from many."

David has continued to press the boundaries of art in exploring how we perceive cultural identity as individuals, social groups, even nations. He explores the meaning and sources of complex cultural identity through conceptual iconography based on portraits, flags and icons. Lying beneath the undulating surface of eyewear fused together to create a prismatic surface, is a fragmented layer of collaged images and text harvested from political, cultural and social publications. Datuna's objects stand in witness to the history and powerful status of the celebrated emblems captured, distilled and subsequently reflected back to us for personal re-examination. His artwork pays tribute both to Jasper Johns' series of American flags and to the exploitation of the found object and collage tradition. Yet perhaps more powerfully, it imbues timeless images with new meanings by anchoring them both in the present and in their rich history.

Structurally, the eyeglasses are a symbolic expression of identity, illusion, perception, fragmentation and unification. For the artist eyeglasses represent our diverse society with peoples of all different color, sizes and shapes—each with their own positive and negative points of view. From a distance the sculptures can be seen as a kaleidoscopic image that unifies the whole as a symbol; on closer inspection the viewer can discern collaged books and newspapers headlines of political and social culture, along with pop culture images of celebrities, innovators and leaders that dared to be different. The themes provide not opinion, but a roadmap to identity and history, encouraging people to thoughtfully consider, ponder and respect individual viewpoints from their point of view.

David Datuna exhibits widely in the US, Europe and Asia, and is well represented in important private collections worldwide.



Artist's projects and websites:

www.datuna.com

www.datunamovie.com

www.datunarainbowflag.com

www.projectfreespace.com

