

TRIBUTE 21

Background and Description

The Felissimo Tribute 21 Plate project began in 1996 with the desire to make the dreams of children around the world come true. The plates feature designs and messages by celebrities and influential people from all walks of life, carrying wishes and inspirations for future generations. Each year, new plate designs are introduced and are available for purchase in the United States and Japan.

Felissimo Plate Fund

For each plate sold, a portion of the proceeds is allocated to the "Felissimo Plate Fund." 50% of this fund is donated to United Nations Educational, Scientific and Cultural Organization (UNESCO) for a children's program and the other 50% is divided amongst the charities that have been selected by the individual participants of this project. Now in its tenth year, the Tribute 21 Plate series has already raised over \$850,000 and includes 561 plate designs.

DREAM Center

One of the new developments of the Tribute 21 collaboration between Felissimo and UNESCO is the children's educational program "DREAM Center," which receives UNESCO's charitable portion of plate sales. This program provides children in third world countries with opportunities to express and enrich themselves through Dance, Reading, Entertainment (such as sports and theater), Art and Music.

Supporting Organizations

Along with UNESCO, a portion of the proceeds from the Tribute 21 Plate sales benefit charities selected by the participants of the Tribute 21 Plate project. A few of the chosen charities include: amfAR, City Harvest, DIFFA, Friends Without A Border and Médecins du Monde.

Recent Participants

This year's participants include legendary artist Robert Rauschenberg, designer Todd Oldham, illustrator Alexander Stadler and jewelry designer Pablo Valencia. These are just a few of the many who have contributed to the Tribute 21 Plate project.

Purchasing Information

Tribute 21 Plates are available for purchase at Felissimo Design House for \$24 each. New designs will be available in November 2005. For further information, please contact Carly Carratura at Felissimo Design House at 212-956-4438, ext 145 or carratura@felissimo.com.

Plate designers, from left to right: Pablo Valencia, Alexander Stadler and Todd Oldham.

