

**THE REPORT**

16 Designers Create Vignettes to Support AIDS Foundation

The collaboration between Farrow & Ball and DIFFA will benefit DIFFA's programming

Credits

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VIEW AS SLIDESHOW

For the last 33 years, Design Industries Foundation Fighting AIDS (DIFFA) has partnered with design talents to conceive creative ways to fundraise for treatment and direct care for those living with AIDS and HIV. Since its founding in 1984, these fundraisers have become some of the design industry's most buzzed-about. DIFFA's annual *Dining by Design* causes a veritable Instagram whirlwind each year. One company is hoping to start a second tradition of this stripe. For the *second year*, Farrow & Ball has partnered with the organization to raise awareness and funding, enlisting designers to outfit storefronts in each of its showroom locations. For each photo of the displays posted on Instagram with the hashtag #FaBforDIFFA, Farrow & Ball will donate \$1 to the organization.





Photo: Chi Fang

Alison Pickart, Berkeley, California

"I was inspired to use Farrow & Ball paint and wallpapers in a slightly less conventional way," explains Pickart, whose window theme is Give Love. The cut-paper chain has a symbolic meaning, too, she says: "The paper illustrates the idea that we are all 'cut from the same paper,' and the joyful pose and array of pattern and color of the paper people celebrates our differences. We strung the paper people in front of an oversize industrial light sculpture of a heart to make our point that we all need that basic, human love this coming year...let's start now!"