

Press Release

Monday 18 May 2020

DAMIEN HIRST RELEASES RAINBOW PRINTS FOR CHARITY

In support of NHS Charities Together and The Felix Project



New limited edition rainbow prints by leading British artist Damien Hirst are released today, Monday 18 May 2020, to support NHS Charities Together and London-based charity The Felix Project during the Covid-19 crisis.

The works, called *Butterfly Rainbow* and *Butterfly Heart*, are digitally made up of bands of photographed coloured butterfly wings, one of the artist's best-known motifs.

The prints are available to buy through [HENI Editions](#) from 11am on Monday 18 May until midnight on Monday 25 May. Each artwork is available in two sizes.

All profits from the sales of *Butterfly Rainbow* will be donated to NHS Charities Together, the organisation that represents and supports the official NHS charities working across the UK. All profits from the sales of *Butterfly Heart* will be donated to The Felix Project, London's largest surplus food distributor, which works with charities and community groups across the city to deliver food to vulnerable people.

Damien Hirst said: "I wanted to do something to support the many people who are risking their lives to help those in need during this time of crisis. The rainbow is a sign of hope and I'm so pleased to release these prints to help fund the brilliant work being done by NHS staff across the country, and to raise money for The Felix Project, who are ensuring food is delivered across London to those who need it the most."

Ellie Orton, CEO of NHS Charities Together, said: “The rainbow symbol has really struck a chord with so many people as a message of hope and solidarity, I think it’s fantastic that we can now buy a print from such an amazing artist knowing the proceeds are going to support NHS staff, volunteers and patients.”

Justin Byam Shaw, founder of The Felix Project, said: “We are so grateful to Damien Hirst for releasing this utterly beautiful print for Felix. Its optimism and vibrancy reflect our own attitude at this time of crisis.”

A poster of *Butterfly Rainbow* can be downloaded from Damien Hirst’s website and displayed in people’s windows to show their appreciation for NHS staff and other key workers. A poster of *Butterfly Heart* can be downloaded from the Evening Standard’s website to show support for their Food for London Now campaign.

Further details about the limited edition prints are available from HENI Editions:
<https://henieditions.com>

For media enquiries, please contact:

Erica Bolton, Bolton & Quinn
erica@boltonquinn.com

Image captions: Damien Hirst, *Butterfly Rainbow*, 2020. Photographed by Prudence Cuming Associates ©Damien Hirst and Science Ltd. All rights reserved, DACS 2020; Damien Hirst, *Butterfly Heart*, 2020. Photographed by Prudence Cuming Associates ©Damien Hirst and Science Ltd. All rights reserved, DACS 2020

Notes to Editors

Butterfly Rainbow, 2020

48.2cm x 100cm

24.1cm x 50cm (small)

Laminated Giclée print on aluminium composite panel

100% of profits from sales of this product will be donated to NHS Charities Together (registered charity no. 1186569)

Butterfly Heart, 2020

70cm x 72.7cm

35cm x 36.4cm (small)

Laminated Giclée print on aluminium composite panel

100% of profits from sales of this product will be donated to The Felix Project (registered charity no. 1168183)

Damien Hirst

Instagram: @damienhirst
www.damienhirst.com

Damien Hirst was born in 1965 in Bristol and grew up in Leeds. He studied Fine Art at Goldsmiths college from 1986 to 1989, and whilst in his second year, he conceived and curated the group exhibition, 'Freeze'. The show is commonly acknowledged to have been the launching point not only for Hirst, but for a generation of British artists.

Since the late 1980s, Hirst has created installations, sculptures, paintings and drawings that explore the complex relationships between art, beauty, religion, science, life and death. Through work that includes the iconic shark in formaldehyde, *The Physical Impossibility of Death in the Mind of Someone Living* (1991) and *For the Love of God* (2007), a platinum cast of a skull set with 8,601 flawless pavé-set diamonds, he investigates and challenges contemporary belief systems, and dissects the uncertainties at the heart of human experience. In April 2017, he presented his most complex project to date, 'Treasures from the Wreck of the Unbelievable', across two museum spaces in Venice. Exceptional in scale, 'Treasures' examines ideas surrounding truth, authenticity and how we construct belief.

His work features in major collections including the British Museum, The Hirshhorn Museum and Sculpture Garden, the Museum of Modern Art, New York, Tate, the Stedelijk Museum, the Yale Center for British Art, The Broad Collection, the Victoria and Albert Museum, Fondazione Prada, and Museo Jumex, among many others.

HENI Editions

HENI is an arts-based organisation dedicated to making art accessible to everyone. [HENI Editions](#) creates limited edition artworks by leading artists in a range of mediums and often collaborates with institutions. Through the [HENI Talks](#) platform, HENI gives free online access to short films by expert speakers (artists, curators and academics) who share insights about art and art history with the aim of inspiring people through the power of art. [HENI Publishing](#) produces quality monographs and art publications.