



Free Free Foundation Auction
London, 2024

Free Free is an ecosystem of change that envisions a world where the feminine is fully awakened among humanity, so women and girls can live in true freedom—spiritually, physically, emotionally, and financially. This vision challenges the deep-rooted cultural and structural constraints that have long been normalized, aiming to transform them through a proprietary methodology blending neuroscience, art, meditation, and the Women, Peace, and Security framework.

By empowering leaders through its social enterprise and membership program and supporting those in extreme vulnerability through its foundation, Free Free seeks to catalyze a global shift towards a more conscious and liberated society, where people remember who they truly are and freedom is attainable for all.

ABOUT THE FREE FREE FOUNDATION

The Free Free Foundation began its journey in Brazil, driven by the belief that everyone should be free. What does this mean? It means breaking free from trauma created by societal and cultural constraints. Why were so many, especially women and girls, struggling emotionally, mentally, financially, and physically? Why was there so much shame, fear, and guilt? Hurt people, hurt people. In a culture focused on appearance, status, and property, no one feels comfortable showing their pain or imperfections, so we hide it deep within, numbing ourselves. But our bodies are intelligent; the pain finds a way out, making us reactive and afraid of being exposed. This fear drives us to control, manipulate, and even engage in violence.

Today, violence is so normalized that many don't even recognize it. We are unconscious.

In August 2018, we introduced the Free Free Methodology, blending neuroscience, psychodrama, meditation, art, and the Women, Peace, and Security framework. This approach helps people confront what's hurting them, breaking free from abusive patterns and finding purpose. Our first workshop, in partnership with the Department of Justice, gathered 40 judges, prosecutors, and commanders. The next day, we supported 30 women who had endured unimaginable abuse, including femicide attempts. A year later, these women had left violent families, secured jobs, and rebuilt their lives, becoming role models for their families.

The mental health crisis today is undeniable: 53% of women facing mental health issues have experienced abuse, and

children in violent homes are 15 times more likely to be assaulted. One in four young women self-harms, and 1 in 7 (aged 16-24) suffers from PTSD, compared to only 3.6% of young men. Suicide rates are rising alarmingly; in many countries, suicide is now the second leading cause of death among youth, with young women experiencing rates three times higher than their male counterparts. Every 62 minutes at least one person dies as a direct result from an eating disorder. Approximately 600 million women live in countries where domestic violence is not yet considered a crime

This crisis places a severe burden on health and legal systems. Yet these systems often fail to address the root causes, like trauma and a lack of safe environments for healing. The traditional health approach treats symptoms without addressing underlying pain, costing economies billions in healthcare, legal expenses, and lost productivity. Violence, mental illness, and suicide cost societies an estimated \$2.5 trillion globally, draining resources and preventing people from reaching their potential.

What happens at home directly affects international affairs - wars, climate change, hunger. Countries where violence is normalised at home and culture has almost two times more chances of having a lower GDP per capita.

Free Free aims to change this by providing consciousness, belonging, love, and purpose. When we understand that our lives matter and that we are unconditionally loved within a community, we gain the courage to heal. We can transform our lives from fear and suffering to love and freedom.

Our mission is clear: we need a top-down and bottom-up approach, enabling leaders and vulnerable communities to uncover and address their inner pain. Violence is not our norm; it is a reaction of a traumatized world locked in survival mode. Through love, compassion, and perspective, we aim to liberate society from the grip of fear, shame, guilt, and abusive patterns.

Over the years, we have reached over 50,000 people directly, empowering them with tools for self-love, confidence, independence, and healing. We've launched community solutions, including Free My Period to combat period poverty and Free Free School Clubs to foster resilience and self-esteem among youth. Partnerships with universities like Harvard and Marangoni help train young leaders to bring solutions to communities.

Talita, a survivor of femicide-related violence, shared: "Free Free gave me a reason to live again, helping me recover my self-esteem. Fashion became my freedom, transforming my life. Now, I believe the world must accept me as I am." Talita's story is one of resilience, embodying the hope we inspire.

Our latest initiative, Free Free Rivers, brings all our solutions into one specific location, focusing on five key areas: Legal/ Security, Environment, Economy, Health, and Education. By training leaders in each field, we foster peace and resilience, addressing trauma and lack of opportunity as the root causes of violence. Our goal is to transform communities from fear-driven to love-led, starting with each of us, from within.

Dr. Scarance from Brazil's Department of Justice describes the impact: "The legal system is evolving, but it is still very formal. Our partnership with Free Free has opened new horizons essential to innovating while transforming victims' lives." This shift is deeply personal, affecting both survivors and those in authority.

Our first Free Free Rivers has been launched in Paraíba do Sul, Brazil, a town of 40,000 people. We're training leaders, establishing the Free Free School Club, the Fashion Library, and the Free My Period Project. By 2025, we aim to see reductions in suicide attempts, mental illness, violence, hunger, climate impact, and school dropout rates in this community. Next, we expand to Uganda, The Gambia, and beyond.

Dr. Joan Johnson-Freese of Harvard calls our work "remarkable," saying, "Yasmine and Free Free are a force of nature." Such support from global leaders reflects the impact we're making.

To date, we've indirectly impacted over 70 million people, creating an estimated \$70 million in social value. By 2033, we aim to transform the lives of 100 million, fostering a global movement toward peace, respect, and empowerment.

Today, our foundation takes a vital step toward independence. To create the first three Free Free Rivers intelligent cities, we need to raise £1 million to establish or renovate a Free Free Center in each location—transformational hubs for:

Training local trainers

Implementing community solutions

Funding locally-created projects

With this funding, we'll train leaders, run impactful programs, and measure results to refine and scale our model. Together, we can build resilient, empowered communities, transforming society from within.

Join us in building a world where freedom from violence, oppression, and fear is not just an aspiration but a reality. Together, we can make a lasting impact.

FREE FREE IMPACT NUMBERS

50.000

People Directly Impacted

70 million

People Indirectly Impacted

\$70 million

Worth Of Impact







A LETTER FROM OUR FOUNDER

My heart is exploding in so much love, humbleness, and gratefulness. We have arrived here. Wow. After 6 years of our official launch in Brazil. 2 years after we started our international expansion. I am proud to call London home and the base of our global operations.

London has been my second home since I decided to use my wings and fly. It is the place I moved from Rio, at age 21 when my English Mother passed away. It is the place I started discovering myself through fashion through my Masters and had my first internships at Wallpaper, Harper's Bazaar and Vogue. It is the place my daughter Violeta Lua chose to be birthed.

It is the place I started awakening during my pregnancy and I conceived the idea of Free Free.

When I birthed my daughter I also gave birth to this mission. And this land, this soil has held me in the most significant moments of my life. It awakened my creative true nature by showing me my shadows—pains, traumas, fears, shame and seeding, rooting, reconnecting my true self.

With my Brazilian roots and love for the arts, my mother taught me to be an artist. She wrote: Be a lawyer artist, an administrator artist, a doctor artist. But anything you do, make it as an artist.

And here I am with this creation.

I here thank everyone of our beautiful cohosts, members, community, team, partners for supporting me in this journey until here. We have co-created this vision guided by our Souls.

We are only here because each and everyone of you believed it was possible and helped me make it happen.

I want to especially thank our dearest board member, Bobby Monteverde for having suggested this gala one year ago and for making the most authentic, unique curation, using all her talent and courage to make this auction possible. Wow, you are truly an incredible woman. I would also like to thank my London Godmother Daniella Helayel, who connected Bobby and I in the first place, and have been supporting Free Free since day 1 when we arrived in London. We have been friends for 17 years and I admire her profoundly. I would also like to thank Olimpia Possati, a member of our Leadership Committee, for organizing every detail of this experience with me and our team. You are an inspiration and your dedication and love is commendable.

I am blessed to have all of you by my side creating a Free Free World to all.
with love,

Yasmine McDougall Sterea

WELCOME TO THE FIRST FREE FREE GALA AND AUCTION

Being part of the leadership committee and co-organizing this event has been an experience close to my heart. I've always loved bringing people together and creating experiences that leave ones feeling inspired and connected. But working on this gala has been especially meaningful—it's not just about gathering, but about uniting people for a purpose that truly matters.

Organizing this event has been a tremendous team effort—a beautiful example of people and community coming together with a shared purpose. From the initial planning stages to every final detail, countless hands and hearts have contributed to creating the ecosystem of this evening. Every piece of the night—from the items at auction items to the scents and greenery—was designed thoughtfully with the mission of Free Free in mind.

My own journey with Free Free since the beginning of the year has been incredibly inspiring, as I've seen firsthand how this organization empowers individuals and transforms lives.

Tonight, we invite you to be a part of that impact, knowing that every bid and every contribution supports freedom, empowerment and opportunity for all.

Thank you for being here, for your generosity, and for sharing in the vision of Free Free. Let's make this first gala unforgettable and spark a ripple of positive change together for ourselves and others around us!

with love,

Olimpia Possati

CURATOR BOBBY MONTEVERDE'S LETTER

It seems fitting that Ladbroke Hall should host the Free Free 'Who You Are' gala. Amidst its colourful history, it once housed the development of the armoured vehicle over 100 years ago. The collective effort and determination to create a secure vessel is mirrored today in 'Who You Are'. As Ladbroke Hall is transformed by Free Free into a multi-sensory installation, artists are able to showcase provocative and creative representations of what it means to truly be free—free of fear, free of shame, and free of guilt. The colossal collaborative effort of Free Free, coupled with the generosity of the 'Who You Are'

artists and the powerful backdrop of Ladbroke Hall, forges incubated constellations of hope. In a time of so much darkness in the world, the immense light generated by the collective incentive to accelerate change and provide a refuge of emotional safety, serves as a powerful reminder, that hope is inextinguishable when we stand together.

In loving memory of Sarah
Cunningham (b.1993-2024)

**FREE FREE
FOUNDATION
AUCTION**

JOHANNA BATH

tulipa
100 x 80 cm
oil on canvas
2024

Estimate £11,000



CHIARA CAPPELLINI

Quite nothing
40 x 50 cm
acrylic on canvas
2023

Estimate £6,000



LYDIA HAMBLET

Across Scorched Asphalt
180 x 140.5 cm
Oil, Oil Bar and House
Paint on Linen
2024

Estimate £15,000



HADIEH SHAFIE

"Another Birth: Life is perhaps that
enclosed moment when my gaze destroys
itself in the pupil of your eyes"

28 x 39 x 7 cm

Stacked paper & ink

2024

Estimate £22,000



TRACEY EMIN

Confused
30.5 x 40.6 cm
Gouache on paper
2015

Estimate £45,000



CATALINA SWINBURN

Sacrum Viridi

180 x 150 x 10 cm

Woven Paper From Old Maps

2019

Estimate £40,000



MANDY FRANCA

A Small Enclosed Area of Land 1

146.2 x 112 cm

Oil pastel on giclee print

2024

Estimate £5,000



TUNJI ADENIYI-JONES

Three Figures (Rose Opera)
37.5 x 48.3 cm
Watercolor, ink and acrylic on paper
2024

Estimate £22,000



JANAINA TSCHAPE

Sketching Dream 3

101.6 x 152.4 cm

Watercolor and pastel on paper
2024

Estimate £45,000



SONIA GOMES

Untitled
53 x 46 cm
drawing, collage, paper
2024

Estimate £50,000



LISE GRENDENE

Amora
120 x 150 cm
Mixed media on canvas
2021

Estimate £10,000



FRANCESCA MOLLETT

A Small Enclosed Area of Land 1

Oil pastel on giclee print

146.2 x 112 cm

2024

Estimate £10,000



THREE-DAY WINERY STAY IN ITALY EXPERIENCE

ESTIMATE £5,000



Three-Night Stay with Exclusive Wine & Culinary Experiences in the Heart of Collio in Italy

Three night getaway to Locanda Borgo Colmello in Farra d'Isonzo in Italy's renowned Collio wine region, offering an intimate glimpse into the heart of Italian heritage, culture, and acclaimed wine traditions. This charming stay, for two or four guests, is designed to immerse you in the delights of Friuli Venezia Giulia through curated food, wine, and historical experiences.

Accommodations: Three nights at Locanda Borgo Colmello, including daily breakfast in a charming, historically rich setting (dates subject to availability).

Culinary Experiences: Three specially recommended dinners at authentic regional restaurants (beverages not included).

Wine Tastings and Tours: Wine tasting and tour of Colmello di Grotta winery

Guided wine tasting at a nearby renowned winery

Optional Experiences:

Rural Life Museum Visit: Step back into the 1800s and 1900s at our on-site museum

Castle Tour: Explore the Castle of Gorizia with a professional guide, immersing yourself in the tales of its historic walls

Outdoor excursions hiking, cycling, sightseeing

Airports: Trieste and Venice are the closest airports. We highly recommend renting a car for ease of travel and the freedom to explore the hidden gems of this enchanting area.

Airfare and additional expenses not included. Black out dates apply.

TWO-DAY PILGRIMAGE EXPERIENCE

ESTIMATE £12,000



Two-Day Pilgrimage Experience: Wells Cathedral to Glastonbury

The Experience:

Gather your friends for an inspiring two-day journey from the historic Wells Cathedral to mystical Glastonbury. This unique pilgrimage invites you to explore the power of healing waters and the fusion of spiritual traditions and mythological stories. Together, you'll share meaningful dialogue and moments of reflection in places that transcend religious, cultural, and temporal boundaries, creating memories that deepen your connections and enrich your spirits.

The Group: The pilgrimage will guide a group of 10 participants, taking place in Spring 2025.

Accommodation: Enjoy two nights at **Tall Trees Glamping**, where nature and luxury combine in a serene, comfortable setting within a luxury lodge.

Highlights of the Pilgrimage:

- **Wells Cathedral:** Renowned as the most geometrically sacred cathedral in the world, this Gothic masterpiece captivates with its magnificent facade and famous scissor arches. Often referred to as "Heaven in Stones."
- **Bishop's Palace Gardens:** A tranquil sanctuary known as a crown chakra place, surrounded by healing waters that offer a serene and reflective atmosphere.
- **Chalice Wells:** A deeply spiritual spring where red and white waters merge, symbolizing the balance of feminine and masculine energies.
- **Glastonbury Tor:** The legendary gateway to Avalon, offering breathtaking views and a powerful space for reflection and enlightenment.
- **Glastonbury Abbey:** A sacred site often tied to the legends of King Arthur and the quest for the Holy Grail, evoking a deep connection to the mystical past.

Transportation: The closest airport is Bristol (BRS), with easy access from London by car, train, or bus (approximately a 3-4 hour drive).

Value: The full experience is valued at approximately £8,000, including the two-day pilgrimage, teachings, and lodging for 10 participants.

TWO-DAY CONSCIOUS LEADERSHIP PILGRIMAGE

ESTIMATE £22,000



Two-Day Conscious Leadership Pilgrimage: Wells Cathedral to Glastonbury

The Experience:

Embark on a transformative two-day journey from the historic Wells Cathedral to the mystical Glastonbury, designed to explore two profound themes: the power of healing waters and the intersection of spiritual traditions and mythological stories. This pilgrimage is a unique opportunity for spiritual and mythological dialogue, offering encounters in places that transcend religious, cultural, and temporal boundaries.

The Group: The pilgrimage will guide a group of 10 participants, taking place in Spring 2025.

Accommodation: Enjoy two nights at **Tall Trees Glamping**, where nature and luxury combine in a serene, comfortable setting within a luxury lodge.

Highlights of the Pilgrimage:

- **Wells Cathedral:** Renowned as the most geometrically sacred cathedral in the world, this Gothic masterpiece captivates with its magnificent facade and famous scissor arches. Often referred to as “Heaven in Stones.”
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Transportation: The closest airport is Bristol (BRS), with easy access from London by car, train, or bus (approximately a 3-4 hour drive).

Value: The full experience is valued at approximately £22,000, including the two-day pilgrimage, teachings, and lodging for 10 participants.

VENICE ARCHITECTURE BIENNALE EXPERIENCE

ESTIMATE £6,000



An Insider's Venice: Biennale Adventure with Exclusive Curator Tours & Private Palazzo Aperitivo

Description

Dive deep into the enchantment of Venice with this exclusive two-night stay for two or four people, curated to offer you an unparalleled experience of the 2025 Venice Architecture Biennale. Guided by Venetian insiders Olimpia and Alex Possati, this bespoke journey includes private access to artistic spaces, a stay in a central Venetian hotel and local dining moments, all designed to reveal the hidden treasures of the Biennale and Venetian culture.

Your Exclusive Venice Biennale Adventure Includes:

2 Nights Stay in Venice: Stay in a charming, centrally located Venetian hotel that places you at the heart of the city's iconic architecture, winding canals, and world-renowned art scene.

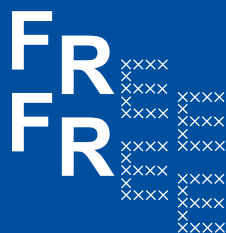
Guided Tour of Zuecca Project Space with Founder Alex Possati: Enjoy an insider tour of the Zuecca Project Space led by its founder, Alex Possati. Gain unique insights into the exhibitions and architecture featured here, as Alex shares his vision and perspective on the Biennale's most exciting innovations.

Aperitivo in a Historic Venetian Palazzo: Exclusive aperitivo in a private palazzo. Soak up the historic charm of this beautiful Venetian home and gain rare insight into Venice from a local expert.

Dinner at a Venetian Restaurant (drinks not included): Indulge in an authentic Venetian dining experience at a handpicked restaurant, where you'll savor the city's culinary heritage in an ambiance that celebrates Venetian tradition and hospitality.

This unique experience, guided by the Possati family, opens doors to Venice's rich architecture, cultural heritage, and celebrated Biennale—all through the lens of local experts. For art lovers, architectural enthusiasts, or those captivated by Venice's timeless allure, this auction item offers a truly one-of-a-kind adventure.

*Valid for travel during the 2025 Venice Architecture Biennale.
Airfare and additional expenses not included. Black out dates apply.*



DIRT IS GOOD ✕

THE
MONTLEVERDI
FOUNDATION

MG
empower

S Solusent

FARM RIO



Sotheby's

White Cube | Mendes Woods | Tracey Emin Studio | Fortes D'Aloia & Gabriel | GRIMM Gallery
Janaina Tschape Studio | Selma Feriani Gallery | Zuecca Projects | The Mine