Holiday Window Displays Raise AIDS Funds [SLIDESHOW]

Can you guess the inspirations behind these DIFFA and Farrow & Ball collaborations?

December 19, 2017

Holiday charity and creativity are on colorful display across the country thanks to Windows By Design, an initiative to raise HIV awareness and funds through a collaboration with DIFFA: Design Industries Foundation Fighting AIDS and paint and paper specialist Farrow & Ball.

Specifically, local designers created displays in 16 Farrow & Ball showrooms using the company's paints and wall coverings. For every image posted on Instagram with the hashtag #FaBforDIFFA, Farrow & Ball will donate $1 to DIFFA, which awards grants to a diverse selection of community and national nonprofits fighting the HIV epidemic.

The designers often found inspiration for the window displays from unexpected places. The strings of Christmas lights on the wall in the Farrow & Ball windows in Chicago, for example, recall the hit Netflix series Stranger Things. Explains designer Jeannie Balsam: "Our Stranger Things–inspired windows have multigenerational appeal, thus maximizing the opportunity to ignite a social media buzz and ultimately raising awareness for our charitable cause, #FaBforDIFFA."


LOVE

Boston: Our window is all about warmth, love and entertaining. Mr. & Mrs. Fox are hosting a cocktail party. Guests and visitors are encouraged to come in to have a drink and take a selfie with Mr. & Mrs. Fox. —Liz Caan, Liz Caan & CoCourtesy of DIFFA/Glenn Kulbako Photography

In the Boston window, Mr. & Mrs. Fox host a cocktail party. “Showroom visitors can meet Mr. & Mrs. Fox’s ‘forest friends,’ who have silhouette portraits painted in Farrow & Ball paints on the walls with funny quotes underneath,” explains designer Liz Caan. “Guests and visitors are encouraged to come in to have a drink and take a selfie with Mr. & Mrs. Fox.”

And Sue Appleton-Webster built the Westport, Connecticut, display around an abstract painting titled If and When by artist Victoria Wyndham. “I felt it was very apt for a window designed to raise awareness of DIFFA and the work they do,” explained Appleton-Webster, adding: “If we are able to overcome prejudices and become better informed about AIDS and when research and health care are better funded, it may lead to a much brighter future.”

Click on the slideshow above for more Farrow & Ball window displays and statements from designers.

“DIFFA is honored to partner with Farrow & Ball for the second annual Windows By Design! We are grateful for their support and for each participating designer for dedicating their time and talents to help us raise funds and awareness to fight against HIV/AIDS,” said interim DIFFA executive director Barbara Prete in a DIFFA press release. “Each designer uniquely interprets our mission, translating our values into inspiring vignettes. We hope this inspires people nationwide to make a difference!”

The displays will be up through January 2018. According to DIFFA, the participating designers include:

Alison Pickart (Berkeley, CA)

Andrew Petronio for KA Design Group (Upper East Side, NYC)

Annie Elliot / bossy color (Washington DC)

Block Shop Textiles (Los Angeles, CA)

Ederra Design Studio (Pasadena, CA)

Hernandez Greene (Upper West Side, NYC)

Jeannie Balsam (Chicago, IL)

Jenny Wolf Interiors (Brooklyn, NYC)

Kimille Taylor for Fuigo (Flatiron, NYC)

Liz Caan & Co. (Boston, MA)

Michele Prata (Orange County, CA)

Peti Lau for Fuigo (D&D Building, NYC)

Rachel Ashwell Shabby Chic (Santa Monica, CA)

Robert Passal for Putnam & Mason (Greenwich, CT)

Sue Appleton-Webster for Swoon (Westport, CT)

Toledo + Geller (Paramus, NJ)

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