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From the Boston Business Journal:

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Community Collaboration

BioMed Realty, Art in Giving benefit cancer research through art sales

Sep 8, 2022, 4:00pm EDT

Company: BioMed Realty

Local headquarters:
Cambridge

Partners with: Art in Giving

Contributions: Raising funds for childhood cancer research through the sale of fine arts



ED WONSEK

An office building at 650 East Kendall St. in Cambridge features art by John Himmelfarb.

When BioMed Realty outfits any of its Boston-area life sciences buildings, it has extra reason to decorate it with touches of art. The proceeds benefit childhood cancer research.

Art in Giving, BioMed Realty's nonprofit partner, has donated more than \$2 million to such research since it was founded three decades ago after 9-year-old Rachel Molly Markoff died of cancer. The charity's logo of a trio of flowers is based on one of Rachel's paintings she made while receiving care.

BioMed Realty has nearly 15 million square feet of space in its portfolio, which in the Boston area includes roughly two dozen buildings in Cambridge, one in the Longwood Medical Area and another underway in the Seaport.

"Art and design are essential to making glass, steel and concrete come to life," Tim Schoen, the CEO of BioMed Realty, said.

BioMed Realty doesn't source its art through just any vendor, though. It has worked for years with Art in Giving, buying between \$200,000 and \$300,000 worth of art from the group. Salvatore Zinno, its senior vice president of development, sits on the nonprofit's advisory board.

"Each time I pass by a piece of art from Art in Giving, I realize how much warmth and interest quality artwork brings to a space and am reminded of what an incredibly worthwhile cause our purchase supports," Zinno said.

Wellesley-based Art in Giving, which has an online sales gallery featuring cityscape, contemporary and other works from more than 50 artists, gives half the proceeds to the artist and directs the rest to the Rachel Molly Markoff Foundation, which provides research grants.

That approach, Art in Giving says, makes it possible to increase funds available for pediatric cancer research without taking donations away from other philanthropies. Eliane Markoff, the Art in Giving co-founder and the mother of Rachel, whose death by cancer spurred the nonprofit's creation, said Art in Giving intentionally targets basic research efforts that are less likely to receive National Institutes of Health funding.

Funds have gone toward local researchers at Dana-Farber Cancer Institute, Massachusetts General Hospital and The Broad Institute, as well as others at renowned institutions including Memorial Sloan Kettering Cancer Center and Johns Hopkins University.

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