



54/AGENDA

## *Behind the MASK*

If you build it, they will come. When the late artist Donald Judd moved from New York to Marfa in 1972, the West Texas plains town was mostly known for the mysterious lights that flitted about the horizon near Route 67. It was Judd's longtime presence and patronage that helped put Marfa on the cultural map. On Halloween, The Art of Elysium, an L.A. nonprofit that encourages actors and artists to volunteer time to children battling serious illnesses, held the first annual Masquerade Marfa with The Ballroom Marfa. A number of designers—Rodarte, J. Mendel, and Yigal Azrouël, among others—made masks for celebrities in attendance. This holiday season, Gilt Groupe, co-sponsors of the event, will auction off signed editions of the masks, with a portion of the proceeds benefiting the cause. More info at [ballroommarfa.org](http://ballroommarfa.org) —FZ

