

PRESS RELEASE

Art, Lifestyle and Globalisation

TATE MODERN – 7 April 2007, 2pm – 8pm

A chinese artist carries a rock around the UK, meanwhile Rover cars are rebranded and made in China...

Tate Modern hosts an artist led symposium assessing the links between art, lifestyle and globalisation. This timely event brings together speakers and artists to capture a picture of the growing complexity of art production and distribution.

John Jordan will discuss the ways in which artists are challenging developments in globalisation with intervention and direct action. Jordan set up the Clandestine Insurgent Rebel Clown Army that went on a national tour, with the Laboratory of Insurrectionary Imagination leading up to the G8 mobilisations in 2005.

Bella Dicks will be talking about the difficulties and implications of putting culture on display in a cultural-economic context that insists on interactivity and accessibility. Dicks is senior lecturer in Sociology at the Cardiff School of Social Sciences. She has published and researched in the areas of heritage, regeneration, cultural display, placed identities and digital methodologies.

Technologist Tim Kindberg shows how the city is increasingly a digital system, as well as a built environment. Thanks to wireless communication, and the phones and other small devices we carry with us, digital phenomena are no longer confined to our desks and personal players, they are becoming embedded out on the streets and in public places.

Jemima Rellie's talk will explore how digital technologies act as both a catalyst and a support for the ongoing transformation of culture and museums. Tate Online's core functions will be presented, as well as well how the site impacts on visitors, activities, distribution channels and the organization's competition. Rellie is head of Digital Programmes at Tate.

Further details for this event can be reached at:

<http://www.tate.org.uk/modern/eventseducation/> | <http://www.pva.org.uk/index.htm>

The event will culminate in a series of sound and live art works at Tate Modern.

Online booking is available at:

<http://www.tate.org.uk/modern/eventseducation/symposia/8059.htm>

Press further information: Claudia Fontes 07979 900113

Event details:

LabCulture Symposium • TATE MODERN • Starr Auditorium • 7 April 2007

13.30 REGISTRATION

14.00 Symposium

18.00 Live event

Art, Lifestyle and Globalisation is a collaboration between PVA MediaLab, Tate Modern and ALIAS with additional support from London College of Communication.



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