

Media Information
June 25, 2012

**BMW Tate Live Performance Room with
Harrell Fletcher: Where I'm Calling From.**
**Online worldwide at www.youtube.com/tate on
Thursday 28 June 2012 at 20:00 BST.**

London/Munich. Artist Harrell Fletcher invites buskers to take their performances from the tube stations and streets of London into the gallery to play live, online to the BMW Tate Live Performance Room's global audience on 28 June. Harrell Fletcher's work often takes the form of socially engaged collaborative and interdisciplinary projects. For his BMW Tate Live performance "Where I'm Calling From" buskers will shift from playing to a local London audience to performing on a global online stage. By moving these musicians from tube station, to gallery space, and then back out to the world through the web, Harrell Fletcher aims to question value, and the influence of the internet. "Where I'm Calling From" continues the BMW Tate Live Performance Room series - a pioneering programme of live, online performances simultaneously seen by international audiences across world time zones at www.youtube.com/tate.

BMW Tate Live Performance Room is a pioneering programme of live online performances, simultaneously reaching international audiences across world time zones. This innovative format offers international audiences an opportunity to experience performance works through an entirely new mode of presentation. Each performance is archived and available to view online after the live event.

Audiences, who will only be able to view the performances on the internet, are invited to enter the online Performance Room via www.youtube.com/tate

- at 20.00 hrs in the UK
- at 15.00 hrs on the East Coast of America
- at 21.00 hrs in mainline Europe
- at 23.00 hrs in Russia

The global audience is encouraged to chat with other viewers via social media channels, during the performance and to put questions to the artist or curator following it using Tate's social media channels twitter.com/tate; facebook.com/tategallery; youtube.com/tate and the Twitter hashtag #BMWTateLive.

BMW Tate Live:

BMW Tate Live is a partnership between BMW and Tate, which focuses on performance, interdisciplinary art and curating digital space. BMW Tate Live Performance Room is the inaugural strand of the partnership and features five commissions in 2012. This innovative format will offer audience internationally an opportunity to experience these works through an entirely new mode of presentation. Each performance will be archived and available to view online, accumulating into a series through the year. The program is curated by Catherine Wood, Curator, Contemporary Art and Performance, Tate, and Kathy

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Noble, Curator of Interdisciplinary Projects, Tate. The BMW Tate Live Performance Room was inaugurated by Jérôme Bel and Pablo Bronstein. The Artist Joan Jonas will also present works for the BMW Tate Live Performance Room in the coming months.

Overview: BMW Tate Live Performance Rooms Performance 2012 in the UK*

28 June, 20.00 BST - BMW Tate Live Performance Room #4: Harrell Fletcher

TBC. 20.00 BST - BMW Tate Live Performance Room #5: Joan Jonas

*Times listed are for the UK. Greenwich Mean Time (GMT) ends and British Summer Time (BST) begins on 25 March so UK event times listed are BST except for 22 March

About BMW's Cultural Commitment

For more than 40 years now, the BMW Group has initiated and engaged in over 100 cultural cooperations worldwide. The company places the main focus of its long-term commitment on modern and contemporary art, jazz and classical music as well as architecture and design. In 1972, three large-scale paintings were created by the artist Gerhard Richter specifically for the foyer of the BMW Group's Munich headquarters. Since then, artists such as Andy Warhol, Roy Lichtenstein, Olafur Eliasson, Jeff Koons, Zubin Metha, Daniel Barenboim and Anna Netrebko have co-operated with BMW. The company has also commissioned famous architects such as Karl Schwanzer, Zaha Hadid and Coop Himmelb(l)au to design important corporate buildings and plants. In 2011, the BMW Guggenheim Lab, a global initiative of the Solomon R. Guggenheim Foundation, the Guggenheim Museum and the BMW Group celebrated its world premiere in New York. The BMW Group takes absolute creative freedom in all the cultural activities it is involved in for granted – as this is just as essential for groundbreaking artistic work as it is for major innovations in a successful business. Information regarding the BMW Group's cultural involvement: www.bmwgroup.com/culture

For questions please contact:

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