

Media Information
February 15, 2013

BMW Tate Live Performance Room: Joan Jonas. Online on 28 February 2013 at 20:00 GMT.

London. Joan Jonas, one of the most significant innovators in video and performance art, will create new work for **BMW Tate Live Performance Room** - a pioneering strand of live, online performances simultaneously seen by international audiences across world time zones at www.youtube.com/user/tate/tatelive.

Since the 1960s, Jonas has transcended genres to develop influential work rooted in space, movement, ritual and gesture. Jonas pioneered the use of film and video in performance, and later began to incorporate fairytales and folklore, turning away from the camera toward a more painterly, narrative and text-based practice. "The Juniper Tree", at the Whitechapel Art Gallery in 1979, was Jonas's first UK performance.

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Online at www.youtube.com/user/tate/tatelive**

This innovative format offers international audiences an opportunity to experience live performance works at Tate without leaving their computer screens. Each performance is archived and available to view online after the live event. Previous artists to perform in the series are Jérôme Bel, Pablo Bronstein, Emily Roysdon and Harrell Fletcher.

BMW Tate Live is a four-year partnership between BMW and Tate, which focuses on performance, interdisciplinary art and curating digital space. Now in its second year, new commissions for 2013 include those online for BMW Tate Live: Performance Room and live performances at Tate Modern in The Tanks and Turbine Hall for BMW Tate Live: Performance Events.

BMW Tate Live is curated by Catherine Wood, Curator, Contemporary Art and Performance, Tate and Capucine Perrot, Assistant Curator, Tate Modern.



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BMW Tate Live Performance Room

Audiences are invited to enter the online BMW Tate Live Performance Room via www.youtube.com/user/tate/tatelive at 20.00 hrs in the UK and exactly the same moment across time zones on the specified dates - 15.00 hrs on the East Coast of America, 21.00 hrs in mainline Europe and 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 their Twitter, Facebook or Google+ accounts. To get the latest updates follow [@TateLive](https://twitter.com/TateLive), using #BMW TateLive; [Tate Facebook](#) or [Tate Google+](#).

BMW Tate Live

BMW Tate Live is a four year partnership between BMW and Tate that features innovative live performances and events including live web broadcast, in-gallery performance, seminars and workshops. BMW Tate Live aims to reach an international audience through new forms of art, addressing audiences changing needs, tastes and interests in art. The initiative creates a new space for collaboration and a programme that encompasses performance, film, sound, installation and learning – areas where artists can take greater risks and experiment freely. The programme investigates transformation in all its guises and aims to provoke debate on how art can affect intellectual, social and physical change. More information at www.tate.org.uk/whats-on/tate-modern/eventseries/bmw-tate-live-2013

BMW's Cultural Commitment

For over 40 years now, the BMW Group has initiated and engaged in more than 100 cultural partnerships worldwide. The focus of this long-term commitment to culture is modern and contemporary art, jazz and classical music as well as architecture and design. BMW has worked with artists such as Gerhard Richter, Andy Warhol, Roy Lichtenstein, Olafur Eliasson, Jeff Koons, Zubin Metha, Daniel Barenboim and Anna Netrebko and commissioned architects such as Karl Schwanzer, Zaha Hadid and Coop Himmelb(l)au. In London, BMW in partnership with the London Symphony Orchestra, hosts the BMW LSO Open Air Classics, a yearly live concert free of charge in Trafalgar Square, and supports Frieze Art Fair. 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. www.bmwgroup.com/culture and www.bmwgroup.com/culture/overview

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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