

## Press Release

18 July 2007

### Tate Modern asks the general public to create Your Tate Track

Tate Modern is launching a major competition, *Your Tate Track*, asking 16 -24 year olds to create music inspired by art from the Tate Collection. From 19 July, entrants will be able to visit Tate Online and choose an art work from a selection on display at Tate Modern this autumn and then write a track in response. Tate Modern is working in partnership with MySpace to allow musicians to register entries via the MySpace player on their profile, and with BT, Tate Online's creative and technical partner. The public will have until 31 August to vote for their favourite track at [www.myspace.com/tategallery](http://www.myspace.com/tategallery) and the 20 most popular will go before a judging panel which will include, among others, Graham Coxon, Roll Deep, Basement Jaxx and Radio 1 DJ Huw Stephens.

The winner will be announced at Tate Modern on 17 September. Their track will be installed in the gallery on a listening post next to the work which inspired it and will be streamed on Tate's website. The competition is open to both bands and solo artists and entries can be from any musical genre.

The *Your Tate Track* competition is the culmination of a ground-breaking twelve month project, *Tate Tracks*, in which leading musicians such as Klaxons, Chemical Brothers and The Long Blondes, recorded original tracks in response to Tate works. The winner of the competition will join this prestigious line-up, receive feedback and meet many of the acts.

*Your Tate Track* has been made possible by Tate Online's creative and technical partner BT. The *Tate Tracks* website, [www.tatetracks.org.uk](http://www.tatetracks.org.uk), features an interactive video format which has been specially created and designed by BT in conjunction with Tate.

Will Gompertz, Director of Tate Media said: "I've no doubt that we will get lots of originality and energy from the *Your Tate Track* entrants. The competition is the climax of this phase of the highly successful *Tate Tracks* project, designed to focus on the vital connection between visual art and music."

Paul Simon, head of sponsorship at BT, said: "The Your Track competition demonstrates BT's innovative approach to working with Tate Online, not only to broaden access to the arts but also to provide creative ways to engage younger audiences via the internet."

Dominic Cook, Head of Marketing and Content for MySpace said: "It's great for MySpace to be an integral part of Your Tate Track. MySpace thrives on giving new talent the chance to be heard and get discovered, and this project is a fantastic opportunity for young musicians to get their work noticed."

*Tate Tracks* aims to encourage young audiences to experience visual art by promoting the connection between modern art and music.

To find out how to register for the competition or vote for your favourite track, visit [www.myspace.com/tategallery](http://www.myspace.com/tategallery)

The Tate Collection at Tate Modern was rehung in 2006 with the help of a three year partnership with UBS.

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**About Tate Tracks:**

The *Tate Tracks* project, devised by Tate Modern and advertising agency Fallon, launched in September last year with the Chemical Brothers' interpretation of Jacob Epstein's *Torso in Metal* from *The Rock Drill* (1913-14). Each month Tate Modern has launched a new track by a major band or solo artist in the gallery at listening posts next to the visual art that inspired it.

Artists from a diverse range of musical backgrounds have contributed work including former Blur guitarist Graham Coxon, "grime" collective Roll Deep, BBC 1Xtra DJ Rodney P from The Landscapers, "antique beat" band The Real Tuesday Weld, electro-pop-hop act Man Like Me, indie groups Klaxons and The Long Blondes and electronic duo Union of Knives. The latest acts to join the initiative are Basement Jaxx and Lethal Bizzle.