

PRESS RELEASE
14 MAY 2010



LATITUDES & MARTÍ ANSON, 'MATARÓ
CHAUFFEUR SERVICE', 'NO SOUL FOR SALE – A
FESTIVAL OF INDEPENDENTS', TURBINE HALL,
TATE MODERN, LONDON, 14–16 MAY 2010
ARTIST TALK: FRIDAY 14 MAY, 14.30–15

The curatorial office Latitudes is collaborating with Catalan artist **Martí Anson (Mataró, 1967)** in a specially-commissioned project for its participation in a festival of independent art organisations taking place at Tate Modern on the occasion of the museum's **10th anniversary**. In response to the need to travel to London, Anson proposed to set up his own **company, 'Mataró Chauffeur Service'**, in honour of his home city, and **drive Latitudes from Barcelona to London** and back.

Legally registering his employment as a driver, **designing the livery of the single vehicle fleet** and his uniform, and the **journey to and from Tate Modern** (including the ferry sailings from **Santander to Portsmouth** and back) all form a part of the project. The **gold-trimmed black vehicle's** design is based on the original look of the yellow-and-black **Mataró taxis from the 1960s**, a branding later 'stolen' by neighboring Barcelona's taxi fleet. Following the return journey, a publication will be produced, designed by ferranElOtro.

The car itself forms the basis of Latitudes' **temporary office-encampment** in the Turbine Hall, and is parked up for the weekend alongside a 'typically Spanish' picnic scenario of camping chairs, table, and parasol. In this setting Latitudes is working, making a series of informal encounters with invited artists and curators, and presenting **ephemera, videos and publications** relating to its recent projects.

The car interior serves as a **screening space** for films by artists Bik Van der Pol, Marjolijn Dijkman, Jan Dibbets and Christina Hemauer & Roman Keller, as well as a series of 'making of' featurettes, all produced as part of '**Portscapes**' the Latitudes-curated commissions series commissioned by the Port of Rotterdam with support from SKOR (Foundation for Art & Public Space, Amsterdam) throughout 2009.

This installment of 'NO SOUL FOR SALE' features over **60 innovative independent art spaces**, not-for-profit organizations and collectives including Capacete Entertainment (Rio de Janeiro), Arthub Asia (Shanghai/Bangkok/Beijing), FormContent (London), The Mountain School of Arts (Los Angeles), e-flux (Berlin), White Columns (New York) and Hermes und der Pfau (Stuttgart). Participants are presenting installations, talks, screenings and performances alongside each other without partitions or walls, following a do-it-yourself style.

Follow the progress of the journey on Latitudes' blog: <http://ltds.blogspot.com>

WHERE & WHEN

Tate Modern, Bankside, London SE1 9TG, United Kingdom

Friday 14 & Saturday 15 May 10.00–midnight; Sunday 16 May 10.00–18.00. Free entrance.

Artist talk: Friday 14 May, 14.30–15h

NOTE TO EDITORS

‘NO SOUL FOR SALE’ is an initiative of the artist Maurizio Cattelan and curators Cecilia Alemani and Massimiliano Gioni. The first edition took place in New York [40° 30’N, 45° 1’N], between 24–28 June 2009 in the **former Dia Center for the Arts**, and it gathered over 30 not-for-profit organisations, artists’ collectives and independent enterprises from Reykjavík, Berlin, Milan, Los Angeles, Hong Kong, Trinidad amongst others. For this edition Latitudes invited the Brooklyn-based artist group **The Bruce High Quality Foundation** to conceive its office-scenario, which incorporated the ‘ruins’ of an abandoned **1983 Burger King facility on Governors Island**. www.nosoulforsale.com

ABOUT MARTÍ ANSON

Martí Anson’s recent projects include ‘El preu dels colors’, Galeria Toni Tàpies, Barcelona (2009), ‘Martí et la chocolaterie’ for ‘Rendez-Vous 09’, 10th Biennale de Lyon, Lyon (2009), ‘Martí and the flour factory’ for ‘Lucky Number 7’, Site Santa Fe, New Mexico (2008), ‘Fitzcarraldo, 55 days working on the construction of a Stella 34 yacht in the Centre d’Art Santa Mònica’, Centre d’Art Santa Mònica, Barcelona (2005). Anson will participate in ‘Critical Fetishes. Waste Products of the General Economy’ curated by El Espectro Rojo, Centro de Arte Dos de Mayo, Móstoles, Madrid, Spain, opening 25 May. He is represented by Galeria Toni Tàpies, Barcelona. www.martianson.com

ABOUT LATITUDES

Latitudes is a Barcelona-based [41°23’ N, 2°11’ E] independent curatorial office initiated in April 2005 by Max Andrews and Mariana Cánepa Luna. Latitudes collaborates with artists and institutions in the conception, organisation and production of exhibitions, public commissions, conferences, editorial and research initiatives across local, pan-European and international situations. Latitudes is on the editorial board of Archive Books, Turin/Berlin, is a curatorial advisor for APT Intelligence and part of Plataforma Curatorial. Latitudes was recently awarded the Premi GAC 2010 curatorial prize given by the Catalan gallery association. www.LTTDS.org

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‘Mataró Chauffeur Service’ is generously supported by:



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