

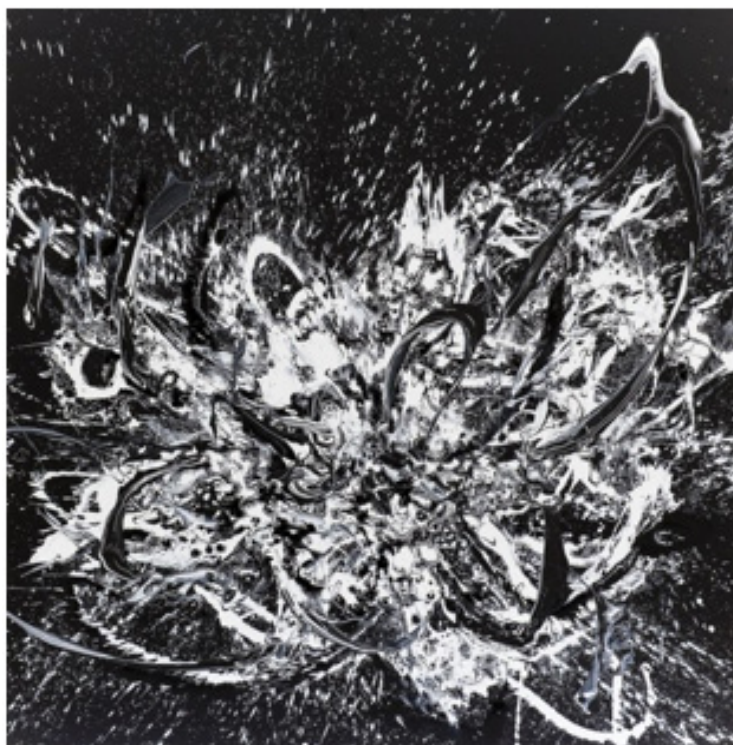
Art in America

INTERNATIONAL • REVIEW

MTV Invites YBAs to Texas for AIDS Auction

by *sarah cascone* 07/26/11

This September, MTV commemorates the 30 years that have passed since the outbreak of the AIDS virus with "MTV Re:Define," an art exhibition and auction. Organized by Future Tense, a London-based organization that stages art events and works with emerging figures, the show will feature 30 artists (one for each year of the AIDS pandemic), many of whom have been commissioned to create new work. Among the participating artists are Damien Hirst, Tracey Emin, Gérard Rancinan, Shepard Fairey and Katrin Fridriks.



The television network has often drawn from the art world over its three-decade history. Past collaborations with big-name artists include having Keith Haring paint sets during a guest VJ appearance by Duran Duran in 1985, and hosting Andy Warhol's show, "15 Minutes," shortly before his death. The program featured celebrity guests like Pee-Wee Herman, Marc Jacobs and William S. Burroughs.

"MTV Re:Define" will be held Sept. 16–24 in Dallas at the Goss-Michael Foundation, an exhibition space founded by singer George Michael and his partner Kenny Goss. All proceeds will go directly to MTV's Staying Alive Foundation, which promotes AIDS awareness, education and prevention among young people.

Katrin Fridriks: Gene & Ethics Acrylic on Canvas