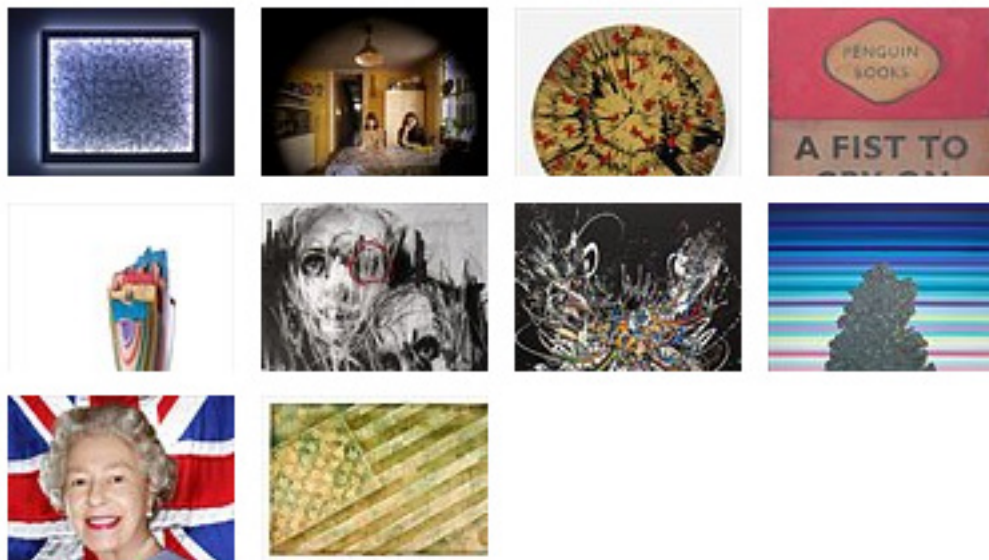


MTV RE:DEFINE

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To mark the 30th anniversary of discovering the AIDS virus, MTV launch a new project that brings together some of the worlds most renowned contemporary artists

IMAGE GALLERY

TEXT BY [FRED PAGINTON](#)

For three decades, [MTV](#) have been at the forefront of popular culture working with the most cutting edge, established and revered artists from the late 20th and early 21st century. The illustrious MTV have constantly pushed the boundaries of contemporary culture by testing new waters and introducing exciting projects. Coinciding with their arrival came the groundbreaking discovery of the AIDS virus that has affected the world to an unprecedented scale. To mark this MTV have launched their [RE:DEFINE](#) project which brings together 30 world renowned artists to showcase their work and to take part in a live auction. We talk to Ed Bartlett of [The Future Tense](#) team who is curating the RE:DEFINE exhibition about the aim of the project and what we can expect to see.

DD: What can people expect to see at RE:DEFINE exhibition?

Ed Bartlett: Visitors will be able to view a bold and eclectic mix of paintings, photography and sculpture from some of the most exciting contemporary, street art and emerging artists, many of which have been created specifically for the MTV RE:DEFINE project. Artists on show include Damien Hirst, Tracey Emin, Shepard Fairey, Faile, Katrin Fridriks, Gérard Rancinan, Harland Miller, Lee Baker and Gavin Turk. At the culmination of the exhibition, there will be an exclusive auction event and party with a live music performance.

KATRIN FRIDRIKS ROYAL GENEDICS ACRYLIC ON CANVAS 150X150X10CM 2011

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