MEDIA ALERT **FOR IMMEDIATE RELEASE**

X initiative announces international festival to take place between Phase 1 and Phase 2 programming



NO SOUL FOR SALE
A Festival of Independents

Opening Reception: June 23, 6-9 pm with a performance by **Martin Soto Climent**
Opening time: June 24 - 28, 2009, 1-9 pm FREE ENTRANCE

Held at **X** from June 24 through June 28, **NO SOUL FOR SALE – A Festival of Independents** will bring together the most exciting, creative and respected not-for-profit centers, alternative institutions, artists' collectives and independent enterprises from around the world that contribute to the international art scene by inventing new strategies for the distribution of information and by supporting a diverse cultural program.

X has invited more than 30 art spaces to travel to New York City to present themselves, their programs and the artists they support. With a gesture of radical hospitality, X will provide free space to all participants within the premises of the X building. The participants will be allowed to show whatever they choose, be it art, performances, publications, videos, or simply themselves. In addition to the exhibition space, X will make available to each participant, for a one-hour period, a dedicated performance area on the ground floor in which participants can organize performances, presentations, discussions and music programs.

Neither a fair nor an exhibition, NO SOUL FOR SALE is a convention of individuals and groups who have devoted their energies to keeping art alive. The Festival will be an exercise in coexistence: organizations will exhibit alongside each other without partitions or walls. As on the set of the legendary Lars von Trier's movie Dogville, participants will be assigned spaces that are only marked on the floor, creating a map of an imaginary city of art, where distances and hierarchies are abolished.

With associations and groups coming from Berlin, Milan, Dublin, Barcelona, Paris, Reykjavík, Hong Kong, Rabat, Trinidad, New York, Los Angeles, and many other locations, NO SOUL FOR SALE provides a unique occasion to foster creative exchange and to connect with international organizations that aren't usually accessible in New York City. With free entrance and a rich program of daily activities, NO SOUL FOR SALE will be a celebration of the independent forces that animate contemporary art.

Participants include: **Artis Contemporary Israeli Art Fund** (New York and Tel Aviv), **Ballroom** (Marfa), **BizArt/Arthub** (Shanghai/Hong Kong), **DISPATCH** (New York), **Empty Purse Publications** (New York), **Filipa Oliveira + Miguel Amado** (Lisbon), **FLUXspace** (Philadelphia), **Galerie im Regierungsviertel/Forgotten Bar Project** (Berlin), **Hermes und der Pfau** (Stuttgart), **K48** (New York), **Kadist Art Foundation** (Paris), **Kling&Bang** (Reykjavík), **L'Appartment 22** (Rabat), **Latitudes** (Barcelona), **LAXART** (Los Angeles), **Light Industry** (Brooklyn),

Lucie Fontaine (Milan), **Migrating Forms** (New York), **Mousse Magazine** (Milan), **Next Visit** (Berlin), **Not An Alternative** (Brooklyn), **Participant Inc.** (New York), **Rhizome** (New York), **STARSHIP** (Berlin), **Storefront for Art and Architecture** (New York), **Studio Film Club** (Trinidad), **Supportico Lopez** (Berlin), **Surasi Kusolwong** (Thailand), **Swiss Institute** (New York), **The Mountain School of Arts** (Los Angeles), **Thisisnotashop** (Dublin), **Transformer** (Washington, D.C.), **Viafarini** (Milan), **Vox Populi** (Philadelphia), **WAGE Artists** (New York), **White Columns** (New York), **YOKOLAND** supported by the Office for Contemporary Art Norway, (Oslo).

In conjunction with the opening of NO SOUL FOR SALE, Mexico City-based artist **MARTIN SOTO CLIMENT** will orchestrate a performative sculpture titled Impulsive Chorus, realized with the assistance of the public. With more than one thousand beer cans to be consumed in the course of one evening, the performance creates an instant community: as beer cans are emptied, Martin Soto Climent will alter them with a slight crush and then place them on the floor in a formation. Recent solo shows by the artist include: Museo de Arte Carillo Gil, Mexico City (2007), T293, Naples (2008) and BROADWAY 1602 (2008), New York. Martin's work was featured in group shows at Sorcha Dallas, Glasgow (2008)and Vilma Gold, London (2007). Special thanks to Asahi.

About X Initiative
X is a not-for-profit initiative of the global contemporary art community that will exist for one year and present exhibitions in four phases. Advised by a 50+ advisory board comprised of artists, curators, museum professionals, gallerists, collectors, art historians and critics, X is reaching across traditional boundaries to form a consortium interested in responding quickly to the major philosophical and economic shifts impacting culture. X will feature durational artist interventions, site-specific projects, historical in-depth exhibitions, one-night performances, lectures and weekly events. Questions posed in the form of programming will address relevant and pressing issues pertaining to the changing landscape of contemporary art.

Please visit our new website: **www.x-initiative.org.**

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ArtinAmerica magazine.com
Asahi JAPAN'S #1 BEER
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Interview MAGAZINE.COM