

Press Release

Jasper & Harry's Tate Modern

December 10 to January 22 at Unit 24
PV 6-9 pm December 9

Jasper Joffe and Harry Pye proudly present their version of Tate Modern, at Unit 24, the dry cleaner that doubles as an art gallery. Just a few minutes walk from the original Tate Modern, Joffe And Pye will show their versions of the Tate's collection, as well as work by guest stars from the other Tate such as Matt Calderwood and Turner Prize winner Mark Leckey.

Nicholas Serota's Tate Modern is the most visited modern art gallery in the world. Jasper and Harry believe records are there to be broken. They are fans of the Tate. They are not interested in attacking or mocking the other Tate, they just want to do their own version, like Bob Dylan tried to be Woody Guthrie, or Picasso did Velazquez. Even if they don't fully succeed, whatever happens, the results should be cheaper and better.

The building Joffe and Pye have selected is like Tate Modern in that it's very near London Bridge and on more than one level. Unlike Tate Modern it doubles up as a dry cleaners. Because of size limitations and time restrictions it won't be possible for Joffe and Pye to recreate all 8,000 works from the Tate collection. However a lot of that stuff is not top quality and by focussing on the cherry pickings things could still be beautiful.

Jasper & Harry's Tate Modern, open for Christmas, will feature artists' talks, a book shop, an official busker, and an occasional café. And unlike the old Tate Modern you can buy one of the masterpieces and take it home with you.

Quotes

Harry Pye: "Times are hard. People are having their jobs taken away and funding is being cut. We want to put on a show that will inspire, amuse and give you hope. It seems only reasonable that we should set ourselves such an impossible task as recreating the Tate collection."

Jasper Joffe: "I like to multitask, so the dry cleaning element of our Tate Modern is really handy."

Notes to Editors

The punk ethos of "do it yourself" is the backbone of most projects Jasper and Harry have undertaken together and on their own since leaving college.

For five years from 1995 to 2000, Harry Pye was the editor of his own arts and entertainment periodical: Harry Pye's Frank Magazine. Jasper Joffe meanwhile is the founder of worldwidereview.com which has been providing alternative art reviews since 1999.

Harry was part of the Bart Wells Gang (along with Francis Upritchard, Brian Griffiths, Sam Basu, and Luke Gottelier) who in 2001 turned a derelict 3 storey building in Hackney into an art gallery. Jasper was the founder of the Free Art Fair which in 2009 featured 50 artists giving away £100,000 of work at the Barbican, and received global media coverage.

Joffe and Pye are both esteemed British artists. Jasper's work has won praise from Charles Saatchi who said: "When Joffe hits it right he really is pretty good ". Tate Patron Bob & Roberta Smith said "Harry Pye is a force for good."

Harry won the Daily Mirror award for his painting of Tony Blair in a competition judged by Gilbert & George. Pye has been described in The Guardian as "The master of lo-fi British art" the same newspaper called Joffe "precociously talented."

About Unit 24

Unit 24 gallery was founded in 2008 by Kasia Morawska and Ania Cerelczak. Their aim is to present the modern urban citizen of the futurist cityscape around Tate Modern with a hit of art as powerful as a double espresso.

Unit 24 is both a hyper-modern, completely minimalist space, just three minutes from the great Tate and a functional dry cleaning business. You can go there to collect your spotless cleaning but in fact this is an art gallery of deliciously ironic and serious intent. The spacious white cubes of its interior are host to an amazing array of contemporary art a million miles away from being an elitist institution. Unit 24 is open to a wide group of viewers, it communicates that art can't any more be avoided than any of our other essential needs – dry cleaning included.

For press images or more information:

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December 10 to January 22 (closed December 18 to January 3)

Opening Times:

Mon - Wed : 8:00 - 17:00

Thu - Fri : 8:00 - 18:30

Sat - 10:00 - 17:00

Unit 24 gallery

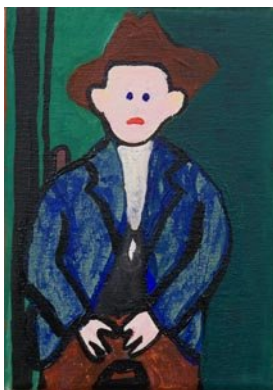
www.unit24.info

24 Great Guildford Street (behind Tate Modern)

SE1 0ED London

Admission Free

Nearest Tube: Southwark



'Harry Modigliani'



'Jasper Guerilla Girls Currin'

more images at <http://www.jasperandharry.blogspot.com/>