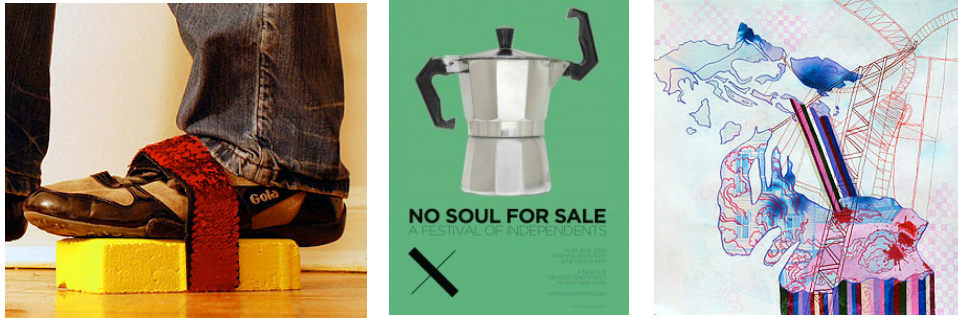


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FOR IMMEDIATE RELEASE
May 29, 2009

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Transformer is pleased to announce our participation in X-initiative's
NO SOUL FOR SALE – A Festival of Independents
June 24 – 28, 2009, New York, NY



Transformer is turning 8 years old this June 2009! We are thrilled to celebrate the beginning of our 8th year of operations in the company of an amazing array of non-profit art spaces from around the world at *NO SOUL FOR SALE – A Festival Of Independents*, hosted by X-initiative at the beautiful space of the former Dia Center for the Arts in Chelsea, New York, NY.

“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.”
- www.x-initiative.org

Transformer is honored to be among the dynamic art spaces invited to participate in this exciting festival. We will present works from our *FlatFile* program, and an engaging new work, the *brick project*, to be initiated at the festival by DC-based artist **Geoffrey Aldridge**.

Now in its third year, Transformer's *FlatFile* program consists of a growing collection of eclectic, unframed works on paper in a variety of two-dimensional mediums, including: photography, painting, drawing and printmaking, all approximately 16" x 20" in size and smaller. Developed to further grow audience and collectors for emerging artists in tandem with Transformer's exhibition series, *FlatFile* includes work by over 50 emerging artists based regionally, nationally and internationally.

The *brick project* is an interactive work by Washington, DC based artist **Geoffrey Aldridge** that explores the creative and intellectual process of planning, fabricating, and executing an artistic concept from beginning to an unknown outcome. Timed to take place in celebration of the 40th anniversary of the Stonewall Riots, Geoffrey will transform the Transformer booth space at the NO SOUL FOR SALE festival into a working studio, encouraging the public to engage with his process. Using video, drawing and sculpture, Geoffrey will detail the process of fabricating yellow brick strap-on shoes, and a plan to place them in the public realm. Much like the unpredictability of social, cultural and legal processes that gay men and women encounter daily, the *brick*

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project is intended to reflect the processes involved in the continued battle for equal rights, raising questions about futility and efficacy.

The *brick project* is a precursor to an exhibition of work Geoffrey Aldridge will be presenting at Transformer October 31 – December 5, 2009. Geoffrey Aldridge is represented by *gogo art projects, Conner Contemporary, Washington DC.

NO SOUL FOR SALE: X INITIATIVE, 548 West 22nd Street, New York, NY 10011

FESTIVAL HOURS: 11 am to 6 pm - Wednesday, June 24, 2009 – Saturday, June 28, 2009.

For more information on Transformer's participation in **NO SOUL FOR SALE**, and other Transformer programs and exhibitions, please see our website: www.transformergallery.org, or contact us at 202.483.1102, or info@transformergallery.org.

Images, from left to right: Geoffrey Aldridge, *brick project*, 2009; (detail of brick shoe); **NO SOUL FOR SALE** poster; Nikki Painter, *Untitled (Violet)*, 2007, mixed media on paper, 11 x 11" (*FlatFile* program).

X-initiative is a not-for-profit initiative of the global contemporary art community that will exist for one year and present exhibitions and programming in four phases. www.x-initiative.org

t r a n s f o r m e r is a Washington, D.C. based 501(c) 3 non-profit, artist-centered visual arts organization that connects and promotes emerging artists locally, nationally and internationally. Partnering with artists, curators, art spaces and other cultural entities, Transformer serves as a catalyst and advocate for emergent expression in the visual arts. Transformer's 2009/2010 exhibition series and programs are supported by The Andy Warhol Foundation for the Visual Arts, The DC Commission on the Arts and Humanities/NEA, the Morris & Gwendolyn Cafritz Foundation, The Robert Lehman Foundation, The Eugene and Agnes E. Meyer Foundation, and The Visionary Friends of Transformer.