

Art or Arse?

Can you tell your ART from your ELBOW?

It's back because you asked for it. Guess what's art and what's, er, not to win prizes.



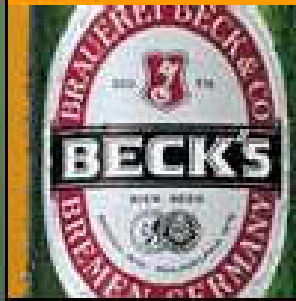
Art Directions

Head for artistic destinations



WIN a luxury trip to New York and get pointers to the best exhibitions and art websites.

Is It?



Ponder...

the eternal question or contemplate your navel to win a supply of some real art...

About Beck's



The art of brewing meets the art of performance.

Send us your Arse

My 8 year old could have done that!

Oh really? Well, if it's that easy, have a go yourself then, to win some Beck's.

Art or Arse?

Can you tell your ART from your elbow?

Seems like everyone's a critic these days. Well, if you ever wanted to don the old cravat and ponce around mouthing off about "the semantics of difference", your luck's in.

Guess which is a priceless piece of conceptualism and which is a knock-down pile of, er... old bricks. If you get it right and bore us to death with your critical discourse, you could be the lucky winner of some real art in the shape of a case of Beck's.



Site Specific 02



Honest.

Well, you all know who she is. Tracey Emin, probably the most lauded and controversial British artist alive. You know, the tent, the bed, the beach hut, the TV appearances (drunken, feisty, combative - she's done them all)...

Now, the movie. Tracey brings her trademark honesty and humour to her short film specially commissioned by Beck's. Check out the exclusive online version, right here.

Site Specific 01

Make a bigger splash

with Roddy Buchanan's exclusive online version of 1995's Sodastream

What is Site Specific?

GOTTA CATCH 'EM ALL Exclusive online artworks from artists involved with Beck's. Whether created specifically for the site or remastered for use online, these versions, multiples and editions won't be found anywhere else.

Famous for 15 minutes

FAMOUS FOR 15 MINUTES

Pop art legend and professional New Yorker Andy Warhol once said that "in the future, everyone will be famous for 15 minutes". That long? Well, certainly in NYC fame is fast, fleeting and fab.



Well, that got us thinking. What if some of our lovely British celebs hadn't received the nod from the angel of fame? What would their fifteen minutes have been? We've lined up three of the usual suspects with some unusual facts. Guess which ones are true and you could be game on for that trip to NYC!

More about the prize

Let's do it

Beck's Futures - Top ten



DAN HOLDSWORTH Photography

Holdsworth's crisp and dramatic photographs explore some of the by-products of an advancing technology - transport, the deserted grounds of halogen-lit car parks and motorway flyovers. Holdsworth is a graduate in Photography from the London College of Printing. Exhibitions: Solo show at the Entwistle Gallery (2000), Journey Zone, Millennium Dome (2000); 'Photospin', The Photographer's Gallery; 'What We Call Progress', The Watershed Gallery, Bristol. Holdsworth is represented by the Entwistle Gallery.

View our walk through of the gallery space

Beck's Pop-up space - Video

Pop-up space - Video



Bigmouth / interview, 10 April 2001  
TIM STONER  
QuickTime movie, 2m56s

Need QuickTime 4? Play movie