

Press Release  
29 May 2009

# FRIEZE ART FAIR

## Frieze Film 2009: Superflex

Frieze Film 2009 is delighted to present a newly commissioned project in four parts by Danish artist-activists Superflex. Taking as their inspiration a passage in Lars Von Trier's film *Epidemic*, Superflex's new films will show prominent figures who combine the worlds of art and finance, as they subject themselves to hypnosis.

Frieze Film will be shown in Channel 4's innovative '3 Minute Wonder' slot during the week of Frieze Art Fair from Monday 12 October to Thursday 15 October, at 7.55pm. In previous years collaborations between Frieze Film and Channel 4's '3 Minute Wonder' slot have averaged audiences in excess of one million viewers.

Superflex work outside traditional art contexts, collaborating with designers, engineers, businesses and marketers, they define their works as tools which have the potential for social or economic change. The artist-activists explained: "We want to experience the final stages of an economic crisis as seen through the eyes of a mayor economic player. We will use hypnosis to get us there, talk us through it and maybe even speak about what is to be seen on the other side of an apocalyptic financial crisis".

Recent films have included *Flooded McDonald's* at the South London Gallery in January 2009, and *Burning Car* in 2008, made in the aftermath of civil unrest in Paris and Copenhagen in 2007.

Neville Wakefield, curator of Frieze Film commented: "Having flooded the structures of global capitalism with their Poseidon adventure film *Flooded McDonald's*, Superflex now want to peel back the conscious reasoning of its greatest minds to reveal the structures, fears and doubts upon which it may have been built...".

Frieze Film is presented as part of Frieze Art Fair's unique curated programme. Frieze Film, together with Frieze Projects, Frieze Talks and Frieze Education, is commissioned and produced under the auspices of the Frieze Foundation.

— End.

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**For press images please visit:**

www.friezeartfair.com  
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**Press accreditation opens on 1 June:**

www.suttonpr.com

## Frieze Art Fair – Information

**Opening dates and hours:**

Thursday	15 October	11am – 7pm
Friday	16 October	11am – 7pm
Saturday	17 October	11am – 7pm
Sunday	18 October	11am – 6pm

**Preview:**

Wednesday 14 October

**Advance Tickets go on sale from 1 June:**

Box Office and 24-hour credit card hotline:

See Tickets +44 (0)871 230 7159

Group Bookings: +44 (0)879 899 3342

Online Bookings: www.seetickets.com

**For General Information, Accommodation  
and Travel details, visit [www.frieze.com](http://www.frieze.com)**

**Frieze Film is supported by:**