

Press Release
28 September 2010

FRIEZE ART FAIR

Frieze Art Fair 2010: Highlights

The eighth edition of the leading international contemporary art fair takes place in London's Regent's Park from 14-17 October 2010. The fair is sponsored by Deutsche Bank.

World's top contemporary art galleries

173 of the world's most exciting contemporary art galleries, representing 29 countries, will present new work by over 1,000 of the world's most innovative artists at Frieze Art Fair.

The dynamism of galleries from emerging territories such as Asia and South America is balanced by a strong European and American contingent. Galleries new to the main section of the fair include: Bortolami, New York (USA); Pilar Corrias, London (UK); Elizabeth Dee, New York (USA); Xavier Hufkens, Brussels (Belgium); Michael Lett, Auckland (New Zealand). The successful introduction of Frame, dedicated to galleries under six years old showing solo artist presentations, sees its return in 2010. Frame is supported by Cos. The Frame galleries' selection has been advised by curators Cecilia Alemani and Daniel Baumann.

A listing of all the galleries with work that they are showing at the fair will be online in the 'Art Finder' section of the Frieze Art Fair website and will be online from 11 October.

iPhone and iPad app

This year visitors to Frieze Art Fair will be able to navigate the fair with an iPhone and iPad app. The company's first mobile app will be an invaluable tool for collectors, curators and general visitors to the 2010 Frieze Art Fair, as well as those who are unable to visit the fair in person. Both apps are sponsored by Deutsche Bank.

Frieze Projects

Frieze Projects is a unique programme of artists' commissions realised annually at Frieze Art Fair. This year, it is curated by Sarah McCrory and includes nine specially commissioned projects as well as the Cartier Award and collaborations with our 2010 partner institutions Signal (Sweden) and Vector Association (Romania).

The artists commissioned to create these site-specific works for Frieze Art Fair are **Ei Arakawa & Karl Holmqvist, Spartacus Chetwynd, Matthew Darbyshire, Shannon Ebner & Dexter Sinister, Gabriel Kuri, Shahryar Nashat, Nick Relph, Annika Ström** and **Jeffrey Vallance**.

This year's programme of commissioned projects includes elements of performativity – either directly, with performances taking place in and around the fair, or more obliquely, commanding a level of involvement from visitors. Ranging from the spectacular to the intimate, the emphasis is on a direct engagement that will rest upon a series of personal encounters.

The Cartier Award 2010 recipient is Simon Fujiwara. Fujiwara will present *Frozen*; an installation based on the fictive premise that an ancient lost city has been discovered beneath the site of the fair.

Interviews with all the commissioned artists appear in the Frieze Art Fair Yearbook 2009–2010 which is available to purchase for £19.95 from all good bookshops and online at frieze.com

Frieze Film

Frieze Film is a programme of artists' films screened to coincide with Frieze Art Fair. This year it is curated by Sarah McCrory and includes four commissioned films as well as a curated film programme that will be shown in a specially constructed cinema outside the entrance to the fair that will be free to the public.

The artists commissioned to make new work for Frieze Film are: **Jess Flood-Paddock**, **Linder**, **Elizabeth Price** and **Stephen Sutcliffe**. The commissioned films by British artists will be shown alongside specially selected programmes as well as existing films by this year's Frieze Projects artists. The commissioned films will also be broadcast on Channel 4 during Frieze week. From Monday 11 October the commissions can be viewed online at frieze.foundation.org

Frieze Talks

Ramin Bahrani, **Susan Hiller**, **Amar Kanwar**, **Bridget Riley** and **Wolfgang Tillmans** are all part of the international line-up of highly respected artists, filmmakers, curators and cultural commentators taking part in Frieze Talks 2010.

Frieze Talks is a daily programme of keynote lectures, panel debates and discussions that take place in the auditorium at Frieze Art Fair. It is presented by Frieze Foundation and programmed by the editors of *frieze* magazine, Jennifer Higgie, Jörg Heiser and Dan Fox. Frieze Talks will be available on the Frieze Foundation website within 24 hours of each event.

Frieze Music

Frieze Music 2010 will present two specially curated nights of very different sounds, one of disco and a second of exquisite song from a singular voice.

Friday 15 October will see **Hercules and Love Affair** perform at Debut, one of London's most innovative new music spaces, situated under the arches of London Bridge Station. This will be a rare chance to see Hercules and Love Affair play in the UK, performing an homage to the '90s house scene with a celebrated new line-up. Their second album, 'Blue Songs', which was recorded in Vienna earlier this year, will be released in early 2011, and new material will be debuted at the Frieze Music performance. Support for Hercules and Love Affair comes from **Telepathe** and Berlin-based duo **Hype Williams**.

On Saturday, 16 October Frieze Music moves to Shoreditch Church for a night of ethereal music. For this one-off candlelit concert, **Baby Dee** – a classically trained harpist and pianist – will be performing with **The Elysian Quartet**, one of the UK's most innovative young ensembles and the only British quartet of its generation focused exclusively on 20th-century contemporary and experimental music. Also performing is

James Blackshaw, whose instrumental pieces combine folk and classical minimalism, he will be performing solo.

Frieze Education

Frieze Art Fair continues its relationship with ReachOutRCA at the Royal College of Art to create the programme for the third year running. Frieze Education is presented in association with Deutsche Bank in the Deutsche Bank Education Space.

Aiming to establish a strong legacy for the children and young people that take part, ReachOutRCA provides a highly ambitious, imaginative and critical exploration of Frieze Art Fair. Encompassing workshops for schools, a weekend public programme, an activity guide for young visitors to Frieze Art Fair and an online resource, 'The Age of Discovery' offers an accessible yet innovative experience of contemporary art, emboldening participants' own role in learning and creativity.

Sculpture Park

The Sculpture Park offers a rare opportunity to see a significant group of international work that is addressed on a public scale. Presented in the wonderful setting of the English Gardens of Regent's Park the Sculpture Park is located a short walk to the east of the entrance to the fair. Entry to the Sculpture Park is free to the public and is an opportunity for all to see work by some of the most interesting artists working today.

This year's Sculpture Park presents work by a broad selection of artists, including some of the most acclaimed international sculptors working today. These include new works by **Hans Peter Feldman** and **Ceal Floyer**, as well as pieces by **Marie Lund** and Franz West.

Jeppe Hein, whose work *Appearing Rooms* on the Southbank of London was a hugely popular installation in 2008, will present *1-Dimensional Mirror Mobile* (2009). **Wolfgang Ganter** and **Kaj Aune**'s piece, *Trash* (2010), is a moving installation that emits sound and smoke. For his work, *Les Bikes de Bois Rond* (2010) **Gavin Turk** has created 15 art bicycles that will be available for visitors to ride around the inner circle of Regent's Park.

The Stand Prize

The second year of the Frieze Art Fair Stand Prize, sponsored by Champagne Pommery, will be judged by Jerry Saltz (Art Critic, *New York Magazine*), Beatrix Ruf (Director/Curator, Kunsthalle, Zurich) and Stuart Comer (Curator of Film, Tate Modern). A prize of £10,000 will go to the most innovative gallery stand at the fair. The prize will be awarded at 4pm at the fair on Wednesday 13 October.

The Outset Fund

2010 marks the eighth anniversary of the successful collaboration between Outset, Frieze Art Fair and Tate. This unique partnership, based on the generosity of Outset, a charitable foundation focused on supporting new art, enables Tate to buy important work by emerging artists at the fair for the national collection. Seventy-eight works by 51 significant international artists have been collected since 2003.

The selection panel for 2010 will consist of Sir Nicholas Serota, Director, Tate; Tate Curators Frances Morris, Jessica Morgan and Ann Gallagher.

The guest curators for the fund in 2010 are: Daniel Birnbaum (Director, Städelschule, Frankfurt and soon to be Director of Moderna Museet, Stockholm) and Helen Legg (Curator, Ikon Gallery, Birmingham)

The Fund is organized and financed by Outset Contemporary Art Fund and enjoys support from Le Méridien. The donors to Outset all have a particular interest in enabling Tate's acquisition of emerging and contemporary art, and we are very grateful to all the participants for their generosity. The 2010 Tate acquisitions will be listed on the Frieze Art Fair website on Thursday, 14 October.

Regular updates on all the fair news will be available on the Frieze Art Fair mobile apps and on the Frieze Art Fair website.

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Editors' Notes

Press accreditation closes this week. To accredit for Frieze Art Fair 2010 please fill in the online form before 30 September.

friezeartfair.com/press

Frieze Art Fair iPhone app will be available to be downloaded from the Apple i-Tunes store.

Tickets to Frieze Music are available via See Tickets and cost £15.00 plus booking fee seetickets.com/frieze

Frieze Education workshops on Saturday 16 October can be booked in advance from 1 October. Please contact education@frieze.com On Sunday 17 October the workshops are drop-in only with no fixed times.

Frieze Art Fair – Information

Opening dates and hours:

Thursday 14 October	11am – 7pm
Friday 15 October	11am – 7pm
Saturday 16 October	11am – 7pm
Sunday 17 October	11am – 6pm

Preview:

Wednesday 13 October

Advance Tickets are on sale now:

Box Office and 24-hour credit card hotline:

See Tickets +44 (0) 871 230 3452

Group Bookings: +44 (0) 844 412 4650

Online Bookings: seetickets.com

**For General information, accommodation
and travel details, visit frieze.com**

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