

Press Release
12 November 2009

FRIEZE ART FAIR

New Curator for Frieze Art Fair 2010

London-based **Sarah McCrory** has today been announced as the new Curator of Frieze Projects, the unique programme of artists' commissions which takes place annually as part of Frieze Art Fair. McCrory takes up the post with immediate effect.

McCrory has previously worked in not-for-profit and commercial galleries. Most recently she ran South London's Studio Voltaire together with fellow curator Joe Scotland and established its reputation as a leading cutting-edge exhibition space. McCrory will continue to work with the gallery as Curator at Large.

McCrory has also worked as Curator at Swallow Street; the self-publishing fair Publish and Be Damned and was Director of Vilma Gold gallery for two years.

McCrory is known for her support and work with emerging, young and underrepresented artists. In the past she has worked with artists including **Charles Atlas, Nairy Baghramian, Spartacus Chetwynd, Enrico David, Donald Urquhart** and **Cathy Wilkes**.

In 2009 McCrory, with Curator Daniel Baumann, acted as an advisor to the Directors and Selection Committee of Frieze Art Fair on the fair's new section Frame, which was inaugurated to give greater representation of galleries under six years old. Twenty-nine international galleries took part in 2009.

McCrory takes over the role of Curator, Frieze Projects from Neville Wakefield who was Curator from 2006–2009. Wakefield continues his portfolio career, including his position as Senior Curator for P.S.1 in New York. The inaugural Curator of Frieze Projects was Polly Staple who held the post from 2003–2006 and is now Director, Chisenhale Gallery, East London.

McCrory will also take up a position on the judging panel of the Cartier Award 2010 a major award for emerging artists living outside the UK. The other judges are Grazia Quaroni, Curator, Cartier Foundation for Contemporary Art, Catalina Lozano, Residencies Co-ordinator, Gasworks and the artist Roger Hiorns. The Cartier Award is a major initiative by Frieze Projects in collaboration with Gasworks and sponsored by Cartier.

Directors of Frieze Art Fair, Amanda Sharp and Matthew Slotover commented, 'Sarah McCrory is acknowledged as a major force in the London art world. She has a reputation for supporting and showcasing emerging artists who then make their

name internationally. She is dynamic, brilliantly informed and connected and full of the kind of energy and fun we need for our unique curatorial programme.'

Sarah McCrory added, 'I am delighted to take up the position of Curator, Frieze Projects at a time when the programme is not only an integral and highly anticipated element of Frieze Art Fair, but also in its own right is an important commissioning opportunity allowing artists of all levels to develop ambitious projects.'

Sarah McCrory will work alongside Sorrel Hershberg Project Manager, Frieze Foundation who has been in post for two years.

— End.

Editors' Notes

Frieze Projects is a programme of artists' commissions realised annually at Frieze Art Fair which presents art that regards the particular circumstances of the fair as an opportunity to create work that could not exist elsewhere.

Frieze Projects is commissioned by Frieze Foundation in association with Cartier. Frieze Foundation is generously supported by the Culture Programme of the European Commission and Arts Council England.

Frieze Foundation encompasses Frieze Projects, Frieze Talks, Frieze Film, Frieze Music and Frieze Education.

Frieze Art Fair will take place in London's Regent's Park 14–17 October 2010

For further information or an image of Sarah McCrory please email:
press@frieze.com

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