

Press Release

8 June 2010

# FRIEZE ART FAIR

## Frieze Projects 2010: Curatorial Programme Announced

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

The artists commissioned to create these site-specific works for Frieze Art Fair are **Ei Arakawa and Karl Holmqvist, Spartacus Chetwynd, Matthew Darbyshire, Shannon Ebner and 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. Throughout the fair, visitors will encounter archaeological digs, displays of found artefacts and graphic panels describing a historic civilization that was once a hub of art and commerce.

Frieze Projects presents newly commissioned artworks by international artists. Offered as an opportunity to work in a unique context, the artists commissioned by Frieze Projects use Frieze Art Fair as a site to realise ambitious ideas in an exceptional environment.

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

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**Press Contact:**

Carrie Rees  
Relative MO  
relativemo.com  
tel: 020 7749 4510  
carrie@relativemo.com

**For press images please visit:**

flickr.com/photos/friezeartfair

**Press accreditation opens on 1 June please visit:**

friezeartfair.com/press

**Frieze Contact:**

Belinda Bowring  
frieze.com  
tel: +44 (0)20 3372 6135  
belinda@frieze.com

## Editors' Notes

**Frieze Projects 2010:****Ei Arakawa and Karl Holmqvist: *pOEtry pArk***

*pOEtry pArk* will take place in Regent's Park and incorporate various activities and performances relating to an expanded idea of poetry. A unique first-time collaboration by Ei Arakawa and Karl Holmqvist, the 'park' will include sculptural and dynamic interpretations of poetry as a physical existence. *pOEtry pArk* will also function as a refuge from the fair, a haven to which visitors can retreat temporarily from the preoccupied atmosphere of the fair, incorporating relaxing and meditative activities, and an environment influenced by Japanese-American artist Isamu Noguchi.

**Spartacus Chetwynd: *A Tax Haven Run By Women (In The Style Of A Luna Park Game Show)***

Chetwynd will create a new unique performance based on a live game show. Two teams, 'The Oppressed Purée' and 'Women Who Refuse To Grow Old Gracefully', will take part in a live competition. Accompanied by a chamber orchestra recreating seal music, they will perform mime and dance routines in order to compete for the glory of a ride on 'The Cat Bus', a character brought to life from Studio Ghibli's anime film, *Totoro My Neighbour*. Continuing Chetwynd's interest in amateur performance, handmade costume, and a number of conflating influences, ranging from Mae West to John Waters, via Doris Lessing and the Marx Brothers, the event will be a spirited contest.

**Matthew Darbyshire**

Darbyshire will redesign the ticket tent to simulate the design of a popular mobile phone concept store. Fully functional as the box office, it will also include a number of the functionless devices often used by the creators of such concept stores and the subversion of what we consider classic store design concepts. The project examines how an audience with varying levels of familiarity with commercial design, reacts to the displaced design conventions employed within the structure.

**Shannon Ebner and Dexter Sinister: *reading room***

Ebner and Dexter Sinister will work in collaboration to create a reading room. Working as a live-talking room, a designated space for public reading to be seen and heard on a continual basis for the duration of the fair, readers will be solicited by invitation and from voluntary participants drawn from the general population of the fair. The readers' voices recorded from inside the room will be broadcast in various locations both within the fair and around the world.

**Gabriel Kuri**

Kuri will create a number of powder-coated metal sculptures that will replace the fair's existing outdoor ashtrays. These sculptures will require the direct interaction of the audience to complete the works. As they are used, the surface will become soiled and damaged by refuse and burns that accumulate throughout the duration of the fair. The sculptures question not only the relationship between viewer, functional object and artwork, but also their position in the transitory space between inside and out.

**Shahryar Nashat**

Nashat continues his dialogue with the art of others in a new video work, examining how display and reproduction affect meaning and mediation. By taking a group of selected sculptures not present at the fair, Nashat will conceive of these works as sculptural displays of proxies or stand-ins, at various locations throughout the fair, signalling the displacement and absence of the artworks. Through his use of specific film techniques such as radical framing, cropping, focal pulls and the notion of a subjective camera, he puts himself in the position of the viewer encountering the chosen artworks.

**Nick Relph**

Relph will invite a number of artists to design and build donation boxes for a charity or institution of their choosing. These boxes will be installed throughout the fair, encouraging the visiting public to donate as they see fit. Once the fair is over, both the box itself and the money raised will be given to the chosen charities.

As a public display of physical cash and relative modesty, the project will contrast with the vast amounts of 'invisible' money that is exchanged at the fair, and will be an opportunity for the artists involved to consider their work in a new context.

**Annika Ström**

Ström's project will address the representation of women artists at the fair. Comprising an information map that plots women artists in the fair and tours by leading artists, curators and critics, the project will also encompass a unique performative element that draws on humour, embarrassment and spectacle despite its more serious commentary.

**Jeffrey Vallance**

Vallance will present a panel discussion in the fair auditorium. He will employ five psychic mediums to channel the spirits of famous artists, such as Leonardo da Vinci, Jackson Pollock, Frida Kahlo, Marcel Duchamp and Vincent van Gogh. These artists will be asked a number of questions. A moderator, a personality known in the art world, will pose questions querying the role of art in the after-world, and the dead artists' opinions on the art market in the living world. The panel will open to audience questions at the end of the discussion.

**EU Partner: Vector, Iasi (Romania)**

Primarily constructed on the basis of gestures of auto-reflection, at Frieze Art Fair 2010 Vector faces the problem of how to perform its usual function despite its temporary displacement from its permanent site in the city of Iasi. Vector will be represented by works of a number of invited artists: Matei Bejenaru, Florin Bobu, Antonia Hirsch and the writer Dan Lungu. Another dimension to their presence in the fair will be *Vector Publication*, an experimental book with contributions by artists who have collaborated with Vector from 1997 to 2010. This project is supported by the Romanian Cultural Institute in London.

**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 go on sale from 1 June:**

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](http://seetickets.com)

**For General information, accommodation and travel details, visit [frieze.com](http://frieze.com)**

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