

Press Release  
1 September 2008



## Frieze Education 2008 presents How Do We Get To Here

Frieze Education, which takes place annually in the Deutsche Bank Education Space within Frieze Art Fair, will work with ReachOutRCA (The Royal College of Art's Educational Outreach Team) for the first time in 2008 to realise its artist-led programme of events for children and young people. Details of the programme are announced today.

With the aim of establishing a strong legacy for the children and young people that take part, ReachOutRCA will provide an imaginative, critical and playful exploration of Frieze Art Fair.

*How Do We Get To Here* encompasses an exciting and challenging programme of schools workshops, public engagement days, a printed guide and an online resource.

A series of workshops will take place both on and off-site for students from four Westminster, Camden and Islington schools. *Project Space* will provide direct experience of the thought processes and practicalities necessary in the understanding and realising of an exhibition. *The Lives (of the Most Excellent Artists)* introduces students to the working methods and the role of the artist, encouraging them to understand how artists create their identity within the art world.

The weekend public programme consists of free, drop-in sessions. Designed for children between the ages of five and twelve, they will encourage an imaginative and fun response to the fair. Type Club (a collective of graphic designers) will present *The Story Wall*, a narrative and typographic discovery of Frieze Art Fair. Likewise, A+D+A+D (a group of animators and architects working collectively through drawing) will present *Inflated Drawing*, a 3-D drawing that explores the international flow of art, artists and other visitors in and out of Frieze Art Fair 2008.

The online resource provides an insight into the fair for young people, featuring How

Do We Get To Here interviews with artists and curators involved in Frieze Art Fair. The Family Guide is a free, mini-guide aimed at 5-12 year olds. The guide, inspired by the Frieze Projects programme, will help children discover the fair through imaginative activities.

ReachOutRCA commented, “At ReachOutRCA, we believe in investing in the future of young people to widen diversity in the arts and welcome new thinkers and makers into a creative life. We are excited to be working with Frieze Art Fair and Deutsche Bank as it enables us to offer our unique learning experience to a new audience. Workshops aim to develop confidence, individual voice and critical thinking and enhance practical and imaginative capabilities. All our artists are eager to collaborate with young people to transform their potential into action.”

From Deutsche Bank, Kate Cavelle, Director of Corporate Social Responsibility (CSR) UK commented, “Building on the success of the previous two years, the Deutsche Bank Education Space at Frieze Art Fair will host a highly ambitious programme of educational arts activities focused on inspiring creativity and encouraging curiosity as young people learn about the exciting career opportunities in the arts. We are delighted to extend our relationship with the RCA, one of our longest standing CSR partners, to deliver this important element of Deutsche Bank’s Frieze Art Fair sponsorship.”

Please refer to [www.frieze.com](http://www.frieze.com) for full details.

— End.

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**For press images please visit:**

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**Press accreditation is now open:**

www.suttonpr.com

## Editors' Notes

**Deutsche Bank**

Education means more than learning facts. Deutsche Bank initiates and supports projects that make learning fun, that open up new cultural experiences for young people and prepares them for their future careers. In the UK alone Deutsche Bank's Corporate Social Responsibility team invest over £1m in Education programmes working with young people from some of London's most deprived boroughs. In 2007 over 3.6 million individuals benefited from the work of our partners and over 1,200 employees volunteered their time.

**ReachOutRCA**

ReachOutRCA is the Royal College of Art's schools' outreach program. Established in 2005, it engages 12-19 year olds who have potential in art or design but may face barriers in taking it to a higher level due to personal, social or cultural factors. By involving young people in exciting, experimental art and design projects, capitalising on its rich resource of RCA graduate and student practitioners from all creative disciplines, they invest in their creative future, aiming to widen diversity in the arts and welcome new thinkers and makers into the creative industries.

**The Programme**

Weekend workshops are free and drop in. Timed hourly drop in sessions will grow throughout the day into one large project. Children can stay for more than one session without repeating activities up to a maximum of two hours.

[www.friezeartfair.com/education](http://www.friezeartfair.com/education)

## Frieze Art Fair – Information

### Opening dates and hours:

Thursday	16 October	11am – 7pm
Friday	17 October	11am – 7pm
Saturday	18 October	11am – 7pm
Sunday	19 October	11am – 6pm

### Preview:

Wednesday 15 October

### Advance Tickets are now on sale:

Box Office and 24-hour credit card hotline:

See Tickets +44 (0)870 890 0514

Group Bookings: +44 (0)879 899 3342

Online Bookings: [www.seetickets.com](http://www.seetickets.com)

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

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