

**Press Release**  
**30 May 2008**

# FRIEZE ART FAIR

## Frieze Film 2008: Road Movie

Frieze Film 2008 announces *Road Movie*, an experiment in film making, authorship and dispersal made in response to the way in which digital platforms such as YouTube have made film a medium freely available to all.

*Road Movie* will be a film made by artists and filmmakers in response to an open invitation issued by Frieze Film. *Road Movie* will be produced and distributed on the Frieze Film 2008 group on YouTube at [www.youtube.com/group/friezefilm2008](http://www.youtube.com/group/friezefilm2008), and on the Frieze Film website [www.frieze.com/film](http://www.frieze.com/film). The final result will be a film made in an entirely new way: the first multi-authored fractal film assembled from the sum of its submitted parts.

Inspired by Cormac McCarthy's 2006 novel 'The Road', Frieze Film will not have a conventional narrative: in addition to submitting original material visitors to YouTube will be able to download and refashion existent clips, spurring a chain-reaction of multiple narratives and occurrences: *Road Movie* will be wholly individual and collective.

Frieze Film will be shown in Channel 4's admired '3 Minute Wonder' slot during the week of Frieze Art Fair from Monday 13 October to Thursday 16 October at 7.55pm.

Neville Wakefield, curator of Frieze Film comments, "If, as Francis Ford Coppola famously said of filming *Apocalypse Now* that, (traditional) film-making offers one of the last chances to be a dictator in a democracy, then it could be said that Frieze Film *Road Movie* offers one of the first opportunities to create a democratic form out of a dictatorship. Not knowing the outcome is precisely what makes this project so exciting."

Kate Vogel, editor '3 Minute Wonder', Channel 4 added, "I'm thrilled to be involved with this audacious project, it will encourage a visual dialogue between artists and filmmakers and provide a platform for their collective story telling – it feels exactly where Channel 4 should be, risk taking should be at the heart of what we do".

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 Frieze Foundation.

— End.

## Editors' Notes

Each submission to *Road Movie* should be up to three minutes in length.

Channel 4's '3 Minute Wonder' slot follows directly after Channel 4 News and regularly attracts viewing figures of around one million.

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### Frieze Film is supported by:

