

Press Release
16 June 2008

FRIEZE ART FAIR

Frieze Projects 2008: Curatorial Programme Announced

Frieze Projects, presented in association with Cartier, is a programme of artists' commissions realized annually at Frieze Art Fair. Curated by Neville Wakefield, Frieze Projects 2008 includes eleven new commissions as well as **The Cartier Award** and collaborations with partner institutions **Kling og Bang** (Iceland) and **MUSAC** (Spain).

The eleven artists commissioned to create site-specific work for Frieze Art Fair 2008 are **Cory Arcangel, Pavel Büchler, Ceal Floyer, Tue Greenfort, Sharon Hayes, Jeppe Hein, Norma Jeane, Agnieszka Kurant, Bert Rodriguez, Alan Ruppertsberg** and **Andreas Slominski**.

In 2008 Frieze Projects engages with the ecology of the fair and its surroundings, reflecting on the tensions between nature and culture, pollution and purity, economic gain and strategic loss. Above all Frieze Projects presents art that regards the particular circumstances of Frieze Art Fair as an opportunity to create work that could not exist elsewhere.

The *Cartier* Award 2008 recipient is Wilfredo Prieto. Prieto will present at Frieze Art Fair a new site specific commission which addresses issues of sculptural, economic and geo-political accumulation.

Frieze Projects is commissioned by Frieze Foundation and presented in association with Cartier. Frieze Foundation is supported by the Culture 2007 Programme of the European Commission.

— End.

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Press accreditation is now open:

www.suttonpr.com

Editors' Notes

Frieze Projects 2008

Cory Arcangel (b. 1978) is an American artist based in Brooklyn.

Arcangel will intervene in the fair's gallery selection process. Like Willy Wonka, Arcangel has hidden a golden ticket inside one of hundreds of chocolate bars that were sent to all the galleries who were unsuccessful in their application to this year's fair. The finder of the golden ticket will be allocated a stand at the fair.

Pavel Büchler (b. 1952) is a Czech-born artist based in Manchester.

Büchler delights in drawing attention to the obvious and his project is an expression of the metaphorical climate of the fair. Reinforcing the experience of dislocation from reality, his piece will confound the senses of visitors in the entrance corridor by playing sounds that represent the opposite of actual external weather conditions.

Ceal Floyer (b.1968) is an artist working in Berlin.

Floyer will be working with one of the ubiquitous irritations of social life: the placing of a folded beer-mat under a table leg to stabilize it. In fact the idea of steadying an uneven

surface is turned on its head and instead a situation of co-dependence is created, with all the legs of the table being balanced on beer mats and relying on each other to create 'stability'.

Tue Greenfort (b.1973) is a Danish artist working in Copenhagen and Berlin.

Greenfort will excavate a chamber between gallery stands to present an installation that is both a space to relax and – literally – a distillation of the essence of visitors to the fair. While inside a darkened room filled with the sound of waves, dehumidification equipment will imperceptibly extract moisture from unsuspecting visitors.

Sharon Hayes (b.1970) is an American artist working in New York.

Hayes will present a performance that increases in intensity on each subsequent day of the fair. The performance will be an exposure of the constitution of the fair's audience and will reflect notions of inclusivity, exclusivity and advantaged information.

Jeppe Hein (b. 1974) is a Danish artist working in Copenhagen and Berlin.

Hein draws together the artificial construction of the fair with the natural surroundings of the park in an installation of subtly animated trees outside the entrance to the fair. Creating an illusion that is visually unsettling, the piece is also an encouragement to pause amid the frenetic human activity inside the tent.

Norma Jeane (the artist) was born in Los Angeles when Marilyn Monroe (the movie star) died: in the night between August 4th and 5th, 1962.

Norma Jeane, an artist who works outside the commercial gallery system, will present a performance that depends on audience participation. The piece will be both a commentary on how the once-social activity of smoking has been transformed through regulation and legislation into something deeply antisocial, and a presentation of the heightened discomfort required to indulge private pleasure in public space.

Agnieszka Kurant (b.1978) is a Polish artist based in Paris and Warsaw.

Kurant will present a trio of trained parrots that have been taught to use an alternative language. Both a reflection on nature behaving unnaturally and a caricature of the zoo-like atmosphere of the art fair and the self-reflexive communication of the art world. Referring to two similar but unrealized projects by other artists, Kurant also questions the notions of copyright and the marketplace.

Wilfredo Prieto (b. in 1978) is a Cuban artist based in Barcelona and Havana.

Prieto will create a site specific work that addresses issues of sculptural, economic and geo-political accumulation in a manner that is at once provocative, charming and poetic.

Bert Rodriguez (b.1975) is an American artist based in Miami.

Rodriguez will create a performance based installation project consisting of a massage station located in a centralized, highly trafficked area of the fair. At certain times for the duration of the fair, the artist will be available to perform a ten minute foot massage for any weary visitors walking through.

Allen Ruppberg (b.1944) is an American artist based in New York and Santa Monica.

Allen Ruppberg will be following in the tradition of the travelling bard, by performing and selling poems at reduced prices during the time of the fair. Setting up an ad-hoc stall inside the Koenig bookstore, Ruppberg will be bringing some of the anti-commercialism of the beat era to the slick marketplace of the art fair.

Andreas Slominski (b. 1959) is a German artist working in Hamburg.

Andreas Slominski will furnish the fair with elements familiar from public spaces overseas but rare in the UK. Digital signage in various locations inside the fair will play with received notions of time and climate and disrupt expectations of trust in so-called official information.

Collaborating Partner Institutions

Kling og Bang, the artists collective from Iceland, will commemorate Sirkus, a Reykjavik bar, landmark, and hub of the alternative arts scene, which is due for demolition. Kling og Bang will save its facade and interior and re-erect it at the Frieze Art Fair, like a circus moving to another town. A zany nomadic act reflecting the drive of Icelandic art, producing a situation of one circus within another for artists to respond to.

MUSAC (the Museo de Arte Contemporáneo de Castilla y León) from Spain will present three artists' projects that intersect with the fair's daily traffic on the subtlest of

levels. Dora Garcia, Carles Congost and Vives + Bestué will each be interacting with the physical environment and audience of the fair in barely visible but direct ways.

Artist biographies

Cory Arcangel

Recent solo exhibitions include 'Variations on a Theme', Galerie Thaddaeus Ropac, Salzburg, Austria (2008) and 'A Couple Thousand Short Films About Glenn Gould', a book and touring project, Castlefield, Manchester, Spacex, Exeter, and Northern Gallery for Contemporary Art, Sunderland, UK (2007-8). Recent group exhibitions include 'Color Chart', The Museum of Modern Art, New York, USA (2008), 'Peer to Peer', Casino Luxembourg, Luxembourg and 'Sympathy for the Devil: Art and Rock and Roll since 1967', Museum of Contemporary Art, Chicago, USA (2007).

Pavel Büchler

Recent shows include "Whatever Happened to Social Democracy?" (Rooseum, Malmö, 2005), "Off-Key" (Kunsthalle Bern, 2005), 9th Istanbul Biennial (2005), "The Grand Promenade" (National Museum of Modern Art, Athens, 2006), "ITCA 2008" (National Gallery, Prague, 2008) and in solo exhibitions at Kunsthalle Bern (2006), Van Abbemuseum, Eindhoven (2007), objectif/MuHKA, Antwerp (2007) and Max Wigram Gallery, London (2008). Forthcoming solo exhibitions include Frankfurter Kunstverein (2009), annex14, Bern (2009) and DOX, Prague (2010). A new monograph on his work, *Absentmindedwindowgazing*, was published in 2007 by Veenman Publishers, Rotterdam.

Ceal Floyer

Recent solo exhibitions include the Museum of Contemporary Art, Miami, USA (2008) and MADRE, Museum of Contemporary Art Donnaregina, Naples, Italy (2008). Group shows include 'Colour Chart: Reinventing Color, 1950 to Today', Museum of Modern Art, New York, USA (2008). Floyer was the winner of the Preis der Nationalgalerie Fur Junge Kunst 2007 Hamburger Bahnhof, Berlin, Germany.

Tue Greenfort

Recent solo exhibitions include Fondazione Morra Grego Naples, Italy (2008), 'Secession', Vienna, Austria (2007), 'Photosynthesis', Witte de With, Rotterdam, The Netherlands (2006) and 'Betreten des Grundstücks erlaubt', Kunstverein Arnberg, Germany (2005). Group shows include 'Greenwashing', Fondazione Sandretto Re Rebaudengo Turin, Italy (2008), 'Karriere Bar', Copenhagen, Denmark (2008), 'Von Ort zu Ort. Lichtkunstwerke in Parks, Villen und Museen', Winterthur, Switzerland (2007), 'Kunstmaschinen Maschinenkunst', Schirn Kunsthalle, Frankfurt am Main,

Germany (2007) and 'Still Life: Art, Ecology and the politics of change', Sharjah Biennial, Sharjah, UAE (2007).

Sharon Hayes

Recent shows include Museum of Modern Art, Warsaw (2008); The New Museum, New York (2007); Carpenter Center, Cambridge (2007); Documenta 12, Kassel (2007); Tate Modern, London (2007); Generali Foundation, Vienna (2007); P.S. 1/MoMA, New York (2006); MuMok, Vienna (2006); The Warhol Museum, Pittsburg (2006); PERFORMA05, New York (2005); Art in General, New York (2005). Upcoming shows include Tate Modern, London (2008); The Power Plant, Toronto (2008); YOKOHAMA Triennial, Yokohama (2008); Kunstmuseum St. Gallen, St. Gallen (2009).

Jepppe Hein

Recent commissions include Geo Centre, Møns Klint, Denmark (2008), Chiswick Park, London, UK (2008) and 'Private Rain', Sculpture Pak Bodø, Norway (2005). Recent solo exhibitions include 'Objects in the mirror are closer than they appear', Carré d'Art, Musée d'art contemporain de Nîmes, France (2007), 'Distance', The Curve, Barbican Centre, London, UK (2007) and 'Inbetween, SCAI THE BATHHOUSE', Tokyo, Japan (2007). Group exhibitions include 'Reconstruction # 3', Sudeley Castle, UK (2008), 'The World As A Stage', Tate Modern, London, UK (2007) and 'The Freak Show', Musée d'art contemporain, Lyon, France (2007).

Norma Jeane

Recent shows and projects include 'Once Again, Again, watch for the Swatch Club Artist Watch collection, Biel-Bien, Switzerland (2008), 'Greenwashing', Fondazione Sandretto Re Rebaudengo, Turin, Italy (2008), '00s', 9th Lyon Biennial, Lyon, France (2007), 'Young Italian Artists at the Turn of the Millennium', Galleria Continua, Beijing, China (2006), 'Rundlederwelten', Martin-Gropius Bau, Berlin, Germany (2005), 'Body Proxy', Kunstverein, Freiburg, Germany (2005), Swiss Institute, New York, USA (2005), Helmhaus, Zurich (2004), 'Tempo', Museum of Modern Art, New York, USA (2002). Upcoming shows and events include Kunsthalle St. Gallen, Switzerland and La Friche Marseille, France.

Agnieszka Kurant

Recent solo shows and projects include 'The Unlimited Truth Company', Coma, Berlin, Germany (2007); 'Snow Black', National Museum of Art, Cracow, Poland (2007); and 'Trailer Part 1, Creative Time', Times Square, New York, USA, collaboration with Charles de Meaux (2006). Group shows include: Manual CC, CAC Warsaw, Poland (2008); 'God is Design', Gallery Fortes Villaça, Sao Paulo, Brazil (2008) and 'Invisible, Invincible', Curators without Borders, Berlin, Germany (2007).

Wilfredo Prieto

Graduated from the Instituto Superior de Arte de la Universidad de Habana in 2002. His work has been exhibited at SMAK (Ghent) in 2008, the 52nd Venice Biennial in 2007, at

the Kadist Art Foundation and Apolitical at the Louvre Museum, Paris as well as the VIII Havana Biennial in 2006 and in A moment of Silence at the Dia Art Foundation in New York in 2003. Prieto was a John Simon Guggenheim Fellow in 2006.

Bert Rodriguez

Bert graduated from New World School of the Arts BFA program in 1998. He works in a variety of media including: film, video, photography, sculpture, installation and sound. Recent projects include *A Wall I Built With My Father* and *A Meal I Made With My Mother*, two site specific installations for Le Plateau, FRAC Ile de France Paris (2008); *In the Beginning...* for the Whitney Biennial New York (2008), and *Advertising Works!*, Fredric Snitzer Gallery Miami (2007). Current projects include installing an oven in his apartment and training his dog, Wilson to be a gentleman.

Allen Ruppertsberg

Ruppertsberg's work is in numerous private collections and major museums, including the Museum of Modern Art, New York, USA, the Los Angeles County Museum of Art, USA, the Art Institute of Chicago, USA, and the Whitney Museum of American Art, New York, USA. His work was included in 'The Last Picture Show: Artists Using Photography' (2003-2004) at the Walker Art Center, USA, which then travelled internationally. He is participating in the forthcoming Centre Pompidou exhibition, 'Los Angeles – Paris, 1955-1985.' Recent solo exhibitions include 'Selected Works', Margo Leavin Gallery, Los Angeles, USA (2008) and 'The Singing Posters', a touring exhibition across the USA. Recent group exhibitions include 'Allan Kaprow - Art as Life', The Geffen Contemporary at the Museum of Contemporary Art, Los Angeles, USA (2007) and 'Romantischer Konzeptualismus/Romantic Conceptualism', Kunsthalle Nürnberg, Germany (2007).

Andreas Slominski

Recent solo shows have been held at Museum Boijmans, Rotterdam, Belgium (2007), the Museum of Modern Art, Frankfurt, Germany (2007), and at the Serpentine Gallery, London (2005). He has contributed to numerous international group shows including '...5 minutes later' at KW Institute for Contemporary Art, Berlin, Germany 2008.

Frieze Projects are presented by Frieze Foundation, other parts of the programme include:

The *Cartier Award* is an extraordinary opportunity for artists to realise a major new work at Frieze Art Fair as part of Frieze Projects. Works may be site-specific installations, performance, film, video or print. The award provides project production costs of up to £10,000, an artist's fee of £1,000, and a three month residency at Gasworks including accommodation, per diems and travel expenses. The award is open to non-UK based artists within 5 years of graduating from an undergraduate or postgraduate degree.

Cartier and The *Cartier* Award

Cartier is the associate sponsor of Frieze Art Fair supporting Frieze Projects and The Cartier Award. Their dedicated support expresses the spirit of the Cartier Foundation for Contemporary Art.

Frieze Talks feature leading art world figures delivering keynote lectures and debating the prevailing issues in aesthetics, ethics, art production and the wider cultural sphere. Frieze Talks is presented by Frieze Foundation in collaboration with frieze magazine. Access to Frieze Talks is included in the Frieze Art Fair admission ticket.

Frieze Film 2008: Road Movie is a film created by artists and film-makers that is produced and distributed on YouTube. An experiment in film-making, the final result will be a film made in an entirely new way: the first multi-authored fractal film assembled by the artists and curator out of the sum of the submitted parts. In its entirety the film will only be viewable online, however, edited versions of the film will be shown on Channel 4's *3 Minute Wonder* slot Monday 13 – Thursday 16 October.

Frieze Education will encompass a four day programme of artist-led events for families and school groups, held in the Deutsche Bank Education Space and programmed by ReachOutRCA. Drop-in events will be held for children aged 5-12 on Saturday and Sunday.

Frieze Art Fair Tours are guided tours of approximately 1 hour available to individuals and groups. Dedicated Frieze Projects tours are also available. For further details contact tours@frieze.com.

Resonance 104.4 fm

Resonance104.4fm, London's art radio station will be broadcasting Frieze Talks live from the fair along with interviews and specially commissioned radio art projects. Fair visitors will be able to watch the Resonance team at work and contribute to the debate. Listeners can tune in on 104.4FM in the London area. www.resonancefm.com

Frieze Art Fair features 150 of the most dynamic art galleries in the world, showing over 1000 of the most exciting artists working today, Frieze Art Fair is the contemporary art event of the year.

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 go on sale from 2 June:

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

**For General Information, Accommodation
and Travel details, visit www.frieze.com**

Admissions

Ticket numbers are limited to ensure the best experience for all visitors. Please book in advance to guarantee your visit and to benefit from significant discounts. Booking fee applies.

	Before 1 October	Full Price
One Day Thu/Fri	£15	£20
One Day Sat/Sun	£15	£25
Concessions	£10	£15
Four Day	£40	£60

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