

Press Release
20 October 2008



Frieze Art Fair 2008 sales exceed expectations

At the close of the sixth edition of Frieze Art Fair on 19 October, participating galleries reported that sales across the board had exceeded expectations. Against a backdrop of some of the most turbulent financial markets in decades, Frieze Art Fair was pleased with reports from the 150 participating galleries of significant individual sales and even a few sold out stands.

Attendance at the leading contemporary art fair was strong with ticket sales equalling those of 2007.

Frieze Art Fair co-directors Amanda Sharp and Matthew Slotover commented: "With the financial markets in turmoil we anticipated that all the galleries would still showcase the best of international contemporary art and that the usual debate and exchange of ideas which takes place each year would continue unabated, but we were aware there was concern about sales. We are pleased, therefore, that the sales the galleries have been reporting have exceeded expectations. We have been heartened by the extent of the positive reports from the US, European, Latin American as well as UK galleries. Important collectors from across the globe continued to travel to the fair."

Frieze Art Fair 2008, sponsored by Deutsche Bank, presented 150 of the world's leading galleries from 27 countries. Thirteen galleries were new to the fair this year. Showcasing new work by over 1000 artists, the fair cemented its reputation as the best place to see and buy the most exciting international contemporary art.

Nicholas Logsdail, owner of Lisson Gallery, confirmed this positive outlook, "Interest and buying has remained strong for artists of quality and historical importance. Notably an Anish Kapoor sold for close to a million pounds to the chairman of the board of trustees of a major American museum. We have made good sales of major works running into the millions at both the fair and at our current Julian Opie show where all the animations have sold out."

Iwan Wirth of Hauser & Wirth commented "A brilliant fair! Our best Frieze ever, with sales right into the weekend."

James Lavender, Director, Tanya Bonakdar Gallery, said, "We love Frieze Art Fair. We had a bigger booth this year so decided to take a different approach and focus on a smaller group of artists that really complemented each other and complemented the booth. We've done well across the spectrum of artists and across price points too."

"There is still confidence, sales have definitely exceeded expectations. We have sold to new people and have a number of reserves from institutions. We particularly made strong sales of Jim Lambie, available work has sold out, and Cathy Wilkes." Commented Toby Webster of The Modern Institute/Toby Webster.

Metro Pictures' Tom Heman observed, "We've done better than we expected. There has been a great atmosphere and we've been busy all week. It's like art fairs used to be. We're able to have much more of a dialogue about the work."

Glenn Scott Wright, Director, Victoria Miro, said, "It has been a good fair. People are taking their time, so we've had more considered purchases and overall sales have gone very well. This year the architects Caruso St John have done a great job. It's very important that Frieze use an architectural equivalent to the visual art on display."

Claus Andersen from Andersen's contemporary, Copenhagen commented, "I was a bit scared but it has been better than I expected. After all the good collectors are still here. It is nice that it's going back to normal and that it's time to talk about art again, instead of investment. I am really pleased about that."

Jack Hanley was upbeat, "It's been great, I've definitely had a similar level of interest and sales to last year and attention has been spread throughout the fair, which is a much more pleasant way to do business. Frieze is my favourite art fair, it's nicer than any of the others we do, it has a very different vibe, which is due to everything from the building to the way it is more artist orientated. This year the entrance is particularly great as is the openness of the fair."

Darren Flook & Christabel Stewart of Hotel commented, "It's been really good, which is a huge relief. Big things have sold straight away and the big collectors are still here, picking the work. The thing about Frieze is the link between the city and the fair; the city totally supports the fair. The organizers of Frieze have a very good relationship with the galleries, you feel as if they are really listening. Also the commissioned projects are very important, you feel you are working in a creative environment and that makes all the difference."

Maureen Paley reinforced this view, "Everyone has been pleasantly surprised. There has been a lot of positive energy, spread over the whole of the fair, which is a healthy thing. The fair's architects Caruso St John have done a fantastic job, everything from the

entrance to the lighting is much more resolved this year. There is also an important exchange with ones peers and colleagues that takes place at Frieze, which allows us to place our artists with galleries from abroad that are meaningful to their practice.

Akio Aoki of first-time exhibitor Vermelho, commented, "It has been great. We were anxious about the economic situation but then we had a lovely surprise. We've sold at least 70% of our stand so we're delighted. We've had a really good response from institutions. There's a truly international feeling, a good response from continental Europe as well as Asia, the US and Canada. The architecture is wonderful. Frieze, as an organization are very kind, from the cleaning staff to electricians everyone has been very helpful and professional"

Sies & Höke, in their first year at Frieze observed, "Everything has been really good. Although the preview started slowly for us that is not necessarily bad, interest and sales have been spread out through the fair. All the galleries at Frieze Art Fair are of such a high quality, it's our first time here and it's good to be a part of it. It is great to be in London, in such a central location. We've done really well with Kris Martin in particular but also Damien Roach and Neal Tait. All the collectors have come."

Another first-time exhibitor Regina gallery commented, "We've had an amazing amount of interest in Sergey Bratkov. It is very good for our market for us to be in London."

Almine Rech commented, "It's been good. Our stand-out artist has to be Uwe Henneken, whose work sold within two minutes of the fair opening. London is very important to us, we love Frieze, we've been coming since the beginning and we look forward to it every year."

François Chantala, Director of Thomas Dane Gallery, emphasized this point: "We have done very well, everything has gone but our sales have been based on trust and relationships rather than hysteria and this has made for a more pleasant fair." In regard to the Tate's acquisition of a work by Hurvin Anderson, Chantala observed that "the Tate's selection of works was a very balanced one and it is important that they have bought painting this year, we are very pleased that they have recognized the significance of Hurvin Anderson's work."

The Outset/Frieze Art Fair Fund to benefit the Tate Collection acquired Hurvin Anderson *Jersey*, 2008 from Thomas Dane Gallery, Andrea Fraser *Projection*, 2008 from Galerie Christian Nagel, Bela Kolárova *Assemblage*, 1969 from Galerie Krobath Wimmer, Lorna Simpson *Photo booth*, 2008 from Salon 94, Tris Vonna-Michell <>>, 2008 from Cabinet, and Akram Zaatari *Nature Morte*, 2008 from Galerie Sfeir-Semler, Hamburg. A total of £125,000 was spent on acquiring the works.

US collectors Susan and Michael Hort said "The quality of the art was excellent." Also from the US Diane Wallace added "I bought from the fair, enjoying the interaction with

the galleries and the excellent pieces on offer. I thought it was a really good fair." Adam Lindemann agreed "This Frieze is the best I've ever seen, the dealers have made a real effort."

Collector Maurizio Morra Greco from Naples said, "I enjoyed most the high quality of artworks displayed at Frieze Art Fair this year and the great effort made by all galleries to present outstanding stands. I was pleased to be able to buy from the fair."

Belgian collector, Xavier Donck, enjoyed the high standard of the fair "I believe it is the best edition ever. I love visiting Frieze Art Fair as I always discover new talent."

Visitors to the fair included the Rt Hon. Andy Burnham MP, Secretary of State for Culture Media and Sport, and Barbara Follett MP, Minister for Culture, Creative Industries and Tourism; collectors Charles Saatchi, Don & Mera Rubell, Susan & Michael Hort, Dianne Wallace, Patrizia Sandretto Re Rebaudengo, Joel Wachs, Jennifer Stockman, Tom Ford & Richard Buckley, Daria Zhukova, Roman Abramovich, Kenny Goss and George Michael; artists Martin Creed, Jeremy Deller, Peter Doig, Steve McQueen, Goshka Macuga, Anish Kapoor and Ai WeiWei; as well as Lily Allen, Sofia Coppola, Keanu Reeves, Alexander McQueen, Ron Arad and Jarvis Cocker.

Thirty Museum groups from five different countries, including Guggenheim, Whitney, MOMA New York, LAMOCA and Kunstverein Muenchen visited the fair this year.

Frieze Projects, curated by Neville Wakefield and presented in association with Cartier, received widespread critical acclaim. Eleven artists were commissioned Cory Arcangel, Pavel Büchler, Ceal Floyer, Tue Greenfort, Sharon Hayes, Jeppe Hein, Agnieszka Kurant, Norma Jeane, Bert Rodriguez, Allen Ruppersberg and Andreas Slominski. Cartier Award 2008 winner Wilfredo Prieto's commission presented at the fair was *Ascended Line*.

Frieze Talks, programmed by *frieze* magazine editors Jennifer Higgie, Jörg Heiser and Dan Fox, presented an international line-up of artists, philosophers, writers and cultural commentators including Boris Groys, Carsten Höller, Yoko Ono and Raqs Media Collective.

The Sculpture Park in 2008 almost doubled in size. A new sponsorship from the Heath Lambert Group, incorporating Blackwall Green, allowed for innovative and diverse proposals from some participating galleries, which may not otherwise have been realised.

Frieze Film 2008 was an experiment in filmmaking. The results of the open submission for artists and filmmakers to produce a short film inspired by Cormac McCarthy's *The Road*, were broadcast as four films on Channel 4's 'Three Minute Wonder' slots during the week of Frieze Art Fair and are available to view on www.frieze.com.

Frieze Education saw over 300 children taking part in the artist-led programme of workshops and discussions organised with ReachOutRCA (The Royal College of Art's Educational Outreach Team) and held in the Deutsche Bank Education Space.

Frieze Art Fair is pleased to announce the continued support of main sponsor Deutsche Bank, Associate sponsor Cartier and Media sponsor The Guardian, up until and including 2010. Frieze Foundation, the non-profit organisation that runs Frieze Talks and Projects, has also secured core funding from the EC Culture Programme and the Arts Council of England up to and including the 2010 fair.

Pierre de Weck, Global Head of Deutsche Bank Private Wealth Management and Member of the Group Executive Committee at Deutsche Bank commented: "We congratulate the organisers on another exceptional Frieze Art Fair. Deutsche Bank has a long-term commitment to the arts and finds it an excellent venue for engaging with clients and the community more broadly. We welcomed a record number of clients at the fair, whilst this year's programme of activity offered in the Deutsche Bank Education Space saw record levels of direct involvement by professional artists. We look forward to continuing our relationship with Frieze through sponsorship of the fair in 2009 and 2010."

Arnaud Bamberger, Managing Director, Cartier UK added, "Cartier is delighted to yet again be the associate sponsor of Frieze Art Fair, undoubtedly one of the most important contemporary art fairs in the world, a testament to the sheer dynamism and talent of Matthew Slotover and Amanda Sharp. Going through the ever changing entrance hall on the first day is always a thrill, as is experiencing the Frieze Projects commissions assembled by the eminent Neville Wakefield. I'm incredibly proud of the maturing Cartier Award, and this year Wilfredo Prieto is a deserved winner."

- End.

Editors' Notes

Frieze Art Fair 2009 will be held in Regent's Park, London, from 15 to 18 October 2009.

Visit www.frieze.com to download Frieze Talks 2008.

Visit www.suttonpr.com for images of the fair, Frieze Projects and a portrait of co-directors Amanda Sharp and Matthew Slotover.

Visit www.guardian.co.uk for vodcasts and podcasts from Frieze Art Fair 2008.

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