

Press Release  
3 September 2009



## Frieze Talks 2009: Details Announced

**John Baldessari, Hella Jongerius, Sylvère Lotringer, Agnès Varda** and **Yu Yeon Kim** all form part of the international line-up of highly respected artists, filmmakers, designers, curators and cultural commentators making up Frieze Talks 2009.

Frieze Talks is a daily programme of keynote lectures, panel debates and discussions that take place in the auditorium at Frieze Art Fair. It is presented by Frieze Foundation and programmed by the editors of *frieze* magazine, **Jennifer Higgie, Jörg Heiser** and **Dan Fox**.

Conversations between **John Baldessari** and **Matthew Higgs, Marie Darrieussecq** and **Brian Dillon**, and **Hella Jongerius** with **Eugenia Bell** will be accompanied by a series of keynote lectures from art historian and cultural critic **James Elkins**, critic and theorist **Sylvère Lotringer** (also General Editor of *Semiotext(e)*), and the renowned French 'nouvelle vague' filmmaker and artist **Agnès Varda**.

Panel discussions led by **Tom Morton, Jenni Lomax, Jörg Heiser, Dan Fox** and **Simon Rees** will focus on some of the current debates surrounding contemporary art and theory. Featuring artists **Roger Hiorns, Barbara Bloom, Matthew Brannon** and **Marko Lulić**, and curators **Kathrin Rhomberg, Robert Storr, Mark Godfrey** and **Edit Andrés** (among others), topics including the validity of some of the main criticisms leveled at contemporary art, the relationship between art and philosophy, and the legacy and potential of monuments and public sculpture will be discussed and explored.

A further keynote lecture will be given by motivational speaker **Alex MacPhail**, speaking as part of **Mike Bouchet's Frieze Projects** commission *Sell and Destroy: Redrawing the Bottom Line*. MacPhail will talk to both the exhibitors and public at Frieze Art Fair and is an expert at empowering and energising large audiences to master their motivation and achieve their full potential.

Jennifer Higgle, co-editor of *frieze* magazine commented: "Frieze Talks provides a great opportunity to engage with some of the most exciting artists, writers, filmmakers and designers working today. We look forward to welcoming our esteemed guests to the fair this October for four days of discussion, conversation, argument and illumination."

— End.

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**For press images please visit:**

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**Press accreditation is now open:**

www.suttonpr.com

## Editors' Notes

Access to Frieze Talks is included in the Frieze Art Fair admission ticket. Seats for talks can be individually booked from 11am on the day outside the auditorium within the fair; ticket-holders are requested to arrive at the auditorium 15 minutes before the talk starts in order to guarantee a place.

### Thursday 15 October

12pm **Platitudes about Contemporary Art – Popular and Provocative, but True?**

**Roger Hiorns** (Artist, shortlisted for 2009 Turner Prize)

**Kathrin Rhomberg** (Curator of the 6<sup>th</sup> berlin biennial, 2010)

**Adrian Searle** (Curator, writer, and chief art critic at the *Guardian*)

Chair: **Tom Morton** (Curator, Hayward Gallery, London)

This panel will argue against three of the most common criticisms and truisms leveled at contemporary art: that it is elitist, confusing and irrelevant; that it is peddled by unskilled charlatans conning the general public, and that poor artists will be more inventive and radical because they are not corrupted by the market.

2:30pm **John Baldessari in Conversation with Matthew Higgs**

**John Baldessari** (Artist)

**Matthew Higgs** (Artist and Director of White Columns, New York)

The subject of a major retrospective at Tate Modern, London, renowned artist John Baldessari will answer questions put to him by the readers of *frieze* magazine.

5pm **Keynote**

**What Do Artists Know?**

James Elkins (E.C. Chadbourne Professor in the Department of Art History, Theory + Criticism and Professor in the Department of Visual and Critical Studies at the School of the Art Institute of Chicago).

An eminent art historian whose books include *What Painting Is* and *Why Are Our Pictures Puzzles?*, James Elkins' writing also focuses on the history and theory of images in science and nature. His current projects include *The Project of Painting: 1900-2000* and a series, 'Theories of Modernism and Postmodernism in the Visual Arts'. For this keynote lecture, Elkins will discuss the kinds of information contemporary artists both need and know.

**Friday 16 October**

12pm **Scenes from a Marriage: Have Art and Theory Drifted Apart?**

**Simon Critchley** (Chair & Professor of Philosophy at The New School for Social Research, New York)

**Robert Storr** (Artist, Critic, Curator and Dean of Yale School of Art)

**Barbara Bloom** (Artist)

Chair: **Jörg Heiser** (Co-editor, *frieze*)

Since the 1980s, when buzzwords like 'semiotics' were prevalent in the art world, theory has played an important role in the interpretation, and making, of art. Yet, after all these years, has contemporary art really influenced the way philosophers think? And is theory still relevant to today's artists?

2:30pm **Art and the State: Back to New Deal Funding?**

**DD Guttenplan** (Writer and historian)

**W.A.G.E.** (Artist, Working Artists and the Greater Economy)

**Christoph Thun-Hohenstein** (Strategic Managing Director of departure, Vienna; former Director of the Austrian Cultural Forum)

**Yu Yeon Kim** (Independent curator)

Chair: **Jenni Lomax** (Director, Camden Arts Centre)

What are the pros and cons of state-funded art and cultural production at a moment of severe economic crisis?

5pm **Keynote**

**In Theory**

**Sylvère Lotringer** (General Editor, *Semiotext(e)* and Professor of French literature and philosophy at Columbia University, New York)

Since the 1970s, Sylvère Lotringer has been at the forefront of French Theory in the US. He will reflect on the current relationship between art and theory.

**Saturday 17 October**

12pm **Nostalgia: What's the Role of the Past in Fashioning the Future?**

**Owen Hatherley** (Writer, architecture critic, and blogger)

**Joanna Mytkowska** (Director, Museum of Modern Art in Warsaw)

**Matthew Brannon** (Artist)

Chair: **Dan Fox** (Senior Editor, *frieze*)

Cultural production today is dominated by images and sounds of the past. Is nostalgia always necessarily conservative and retrogressive, or can it be harnessed as a progressive force?

2:30pm **The Art of Absence: Brian Dillon in Conversation with Marie Darrieussecq**

**Brian Dillon** (Writer and UK editor of *Cabinet*)

**Marie Darrieussecq** (Writer and novelist)

Acclaimed French novelist Marie Darrieussecq will talk about the names that have influenced her radical approaches to writing and storytelling.

5pm **A Talk**

**Agnès Varda** (Filmmaker and artist)

In a career that has spanned over 50 years, Agnès Varda, one of the most original and renowned of the French 'nouvelle vague' directors, has made over 40 innovative feature films and documentaries. *The Beaches of Agnès*, won both a 2009 *César* and a Critics' Union award for best film. She will be talking about her extraordinary life and work, from cinema to art.

**Sunday 18 October**

12pm **CAC Vilnius presents: Memories, Monoliths, Monsters?**

**Mark Godfrey** (Curator, Tate Modern)

**Edit Andrés** (Art historian and critic)

**Marko Lulić** (Artist)

Chair: **Simon Rees** (Curator, Contemporary Art Centre, Vilnius)

This panel explores the legacies and potential of monuments and public sculptures. The speakers will address the types of histories and collective memory with which these objects interact.

2:30pm **Hella Jongerius in conversation with Eugenia Bell**

**Hella Jongerius** (Designer)

**Eugenia Bell** (Design Editor, *frieze*)

Working between craft, art and technology, Hella Jongerius will talk about the evolution of her innovative practice.

5pm **Frieze Projects: Mike Bouchet**

For his commission, *Sell and Destroy: Redrawing the Bottom Line*, Mike Bouchet presents a motivational speaker for the exhibitors and public of Frieze Art Fair. Alex MacPhail is an expert at empowering large audiences to master their motivation and achieve their full potential, both on the day and long into the future.

## Frieze Art Fair – Information

### Opening dates and hours:

Thursday	15 October	11am – 7pm
Friday	16 October	11am – 7pm
Saturday	17 October	11am – 7pm
Sunday	18 October	11am – 6pm

### Preview:

Wednesday 14 October

### Advance Tickets go on sale from 1 June:

Box Office and 24-hour credit card hotline:

See Tickets +44 (0)871 230 7159

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)**

### 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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