

Press Release

26 July 2007

FRIEZE
ART
FAIR

Frieze Projects 2007: Details of Curatorial Programme Announced

Two of the most illustrious figures from the world of contemporary art will be taking part in Frieze Projects 2007 – details are announced today by the directors of Frieze Art Fair Amanda Sharp and Matthew Slotover.

Richard Prince, regarded as one of the greatest living American artists, will present a unique installation intended to drive a critical-celebratory wedge into the art of commerce as part of Frieze Commissions. Esteemed cultural commentator **Dave Hickey** will present a keynote lecture on the subject of selling without selling out, focusing on how sites of commerce have evolved from the white cube to the art fair as part of Frieze Talks.

Frieze Projects takes place annually at Frieze Art Fair and consists of Frieze Commissions, Frieze Talks and The Cartier Award. Frieze Projects is curated by Neville Wakefield and presented in association with Cartier.

Artists **Lara Favaretto**, **Elín Hansdóttir**, **Janice Kerbel**, **Kris Martin** and **Gianni Motti** have also been commissioned to produce site-specific works in response to the unique conditions of the fair.

Dave Hickey joins **Thierry de Duve**, **Roni Horn** and **Allen Smithee** as keynote speakers in the Frieze Talks programme. Also taking part in the panel discussions: **Massimiliano Gioni**, **Alice Rawsthorn**, **Ralph Rugoff**, and **Philippe Vergne**.

The Cartier Award is a major art award for emerging artists living outside of the UK. **Mario Garcia Torres**, the recipient for 2007, will present a new commission at Frieze Art Fair.

Frieze Projects is presented in association with Cartier and supported by Arts Council England, and Culture 2000 programme of the European Union.

Please refer to www.frieze.com for full details, or the attached Frieze Projects PDF.

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For press images please visit:

www.frieze.com
www.suttonpr.com

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Press accreditation until 4 October.

Please visit:
www.suttonpr.com

Associate sponsor:

Cartier

Editors' Notes

Frieze Commissions

Artists commissioned for 2007 are **Lara Favaretto, Elín Hansdóttir, Janice Kerbel, Kris Martin, Gianni Motti** and **Richard Prince**

Frieze Talks

Talks at Frieze Art Fair 2007 are titled The Expanded Gallery, Custodians of Culture, Theory & Practice and Cultural Cartography. Keynote speakers for 2007 include **Dave Hickey, Thierry de Duve, Roni Horn** and **Allen Smithee**. Those taking part in the panel discussions include **Massimiliano Gioni, Alice Rawsthorn, Ralph Rugoff**, and **Philippe Vergne**.

The *Cartier* Award

Mario Garcia Torres (b. 1975), 2007 recipient of The Cartier Award, graduated from the California Institute of the Arts in 2005 and lives and works in Los Angeles, California. Recent group shows include '2 Moscow Biennale' and 'Saturday Live: Actions and Interruptions', Tate Modern, London (both 2007). Garcia Torres has current solo exhibitions at the Stedelijk Museum, Amsterdam and the Kadist Art Foundation (Paris). He is also included in the current 52nd Venice Biennale.

Collaborating Partner Institutions

In 2007 Frieze Projects is working with European partner institution Frankfurter Kunstverein. Frankfurter Kunstverein will be presenting a variety of the organisation's activities including films screenings and discussions in a structure designed by the artist Tobias Putrih.

Resonance104.4fm

Resonance104.4fm will set up an on-site radio station and broadcast live from the fair. Broadcasting Frieze Talks alongside specially commissioned radio art projects they will also feature interviews with artists and art professionals in and around the fair.

Frieze Art Fair Yearbook 2007-8

Frieze Art Fair Yearbook 2007-8 features all of the Frieze Projects, and more than 275 artists exhibiting at Frieze Art Fair. Fully illustrated, it is an insiders' guide to contemporary art containing full details of all participating galleries. The yearbook will be available to buy at this year's fair and at all good bookshops.

Frieze Art Fair – Information

Opening dates and hours:

Thursday	11 October	11am – 7pm
Friday	12 October	11am – 7pm
Saturday	13 October	11am – 7pm
Sunday	14 October	11am – 6pm

Preview:

Wednesday 10 October

Tickets for Frieze Art Fair 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

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