

**Press Release**  
**10 September 2009**



## **Frieze Education 2009 presents This is Yours**

Frieze Art Fair announced today the details of the Frieze Education Programme 2009 which will be held in the Deutsche Bank Education Space. Frieze Art Fair continues its relationship with ReachOutRCA at the Royal College of Art to create the programme for the second year running.

Aiming to establish a strong legacy for the children and young people that take part, ReachOutRCA provides a highly ambitious, imaginative and critical exploration of Frieze Art Fair. Working with students from four inner-London schools, the Frieze Education Programme 2009 concentrates on sculpture and Frieze Projects at Frieze Art Fair, exploring them in their different manifestations.

Encompassing workshops for schools, a weekend public programme, a young person's printed guide to Frieze Art Fair and an online resource, This Is Yours provides an exciting scheme that allows participants to take ownership of their cultural experiences, making learning about art more meaningful and fun.

Two RCA sculpture alumni will lead two schools groups, each using their own approach to their work as a starting point. Nicolas Deshayes will focus on the readymade, giving students the experience of making a proposal for a public sculpture. Melissa Jordan will focus on using the image as central to making sculpture, working from old books and two-dimensional formats to create three-dimensional pieces to tell a story. The artists will engage the young people with the Sculpture Park at Frieze Art Fair and three-dimensional pieces within the fair to contextualize their own work. They will also describe their professional pathway, the effect of education upon their choices, and the opportunities open to them as graduates. The works will be on show in the Deutsche Bank Education Space on Thursday 15 and Friday 16 October.

Designed for younger children attending the fair, the weekend workshops will use animation and sculpture to interpret Frieze Projects. The workshops on Saturday will be

led by RCA Animation alumni Martin Earle and Ryan Edquist. Using a range of techniques from flick books to old-fashioned optical tricks, the artists will work with five to 12 year olds visiting the fair to make their own films. On Sunday, RCA graduate Anne Harild will also use Frieze Projects to inspire her workshop, making together with the children a piece of sculpture that will grow throughout the day. Using a film of the process, the children will then be able to see the work to which they have contributed at the end of each session.

The Frieze Education online resource provides an insight into the fair for young people everywhere, featuring interviews with artists involved in Frieze Art Fair. Information on all education workshops and artists can also be found here, and the site will serve as an event archive post-Frieze Art Fair.

Hannah Murgatroyd, Project Manager at ReachOutRCA commented, “Working with Deutsche Bank and Frieze Art Fair is an extraordinary opportunity for Royal College of Art artists and young people within the schools we work with. ReachOutRCA aims to be an inspirational exchange between those who have made art and design a life choice and those who stand on its threshold. The Frieze Education Programme offers an unparalleled resource for young people in contextualising their idea of what an artist is, critically and creatively engaging them with new ideas whilst enabling us all to connect imagination with achievement.”

From Deutsche Bank, Kate Cavelle, Director, Corporate Citizenship UK, commented: “We are very proud of our partnership with the Royal College of Art which for the past 17 years has focused on promoting entrepreneurship amongst graduate art students. It was therefore a very natural step to extend this partnership to the Deutsche Bank Education Space where the ReachOutRCA team engages with young people to bring often complex contemporary art concepts to life. To see younger generations learn in a very hands-on way about the art world and discover the opportunities it holds for them is very exciting.”

Please refer to [www.frieze.com](http://www.frieze.com) for full details.

— **End.**

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**For press images please visit:**

www.friezeartfair.com  
www.suttonpr.com

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**Press accreditation is now open:**

www.suttonpr.com

## Editors' Notes

**Deutsche Bank**

Frieze Education is a key part of Deutsche Bank's sponsorship of Frieze Art Fair, now in its sixth year. This is the fourth year that the Deutsche Bank Education Space will be part of the fair. Deutsche Bank believes that everyone has a right to an education and access to the arts. In the UK alone Deutsche Bank's Corporate Citizenship team invests over £1m in Education programmes working with young people from some of London's most deprived boroughs. In 2008 over 120,000 individuals directly benefited from the work of our partners and over 1,200 employees volunteered their time. The 2009 Education Space programme builds on last year's project, which was the first time Frieze Education partnered with ReachOutRCA.

**ReachOutRCA**

ReachOutRCA is the Royal College of Art's schools' outreach programme. Established in 2005, it engages 12-19 year olds who have potential in art or design but may face barriers in taking it to a higher level due to personal, social or cultural factors. By involving young people in exciting, experimental art and design projects, capitalising on its rich resource of RCA graduate and student practitioners from all creative disciplines, they invest in their creative future, aiming to widen diversity in the arts and welcome new thinkers and makers into the creative industries.

**The Programme**

Weekend workshops are free and on a drop in basis from 11.30am to 5.30pm. Timed hourly drop in sessions will grow throughout the day into one large project. Workshops are aimed at five to 12 year olds. The Frieze Art Fair Family Guide is free and can be picked up at points around the fair. Also aimed at five to 12 year olds and their families, the guides, designed by illustrator Holly Wales and designers Europa, are full of drawings and writing activities inspired by the work of Frieze Projects artists.

[www.friezeartfair.org/education](http://www.friezeartfair.org/education)

## 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 are now on sale:

Box Office and 24-hour credit card hotline:

See Tickets +44 (0)871 250 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)**

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