

## Frequently Asked Questions 2010

# FRIEZE ART FAIR

### **How many people attend the fair and who are they?**

Each year, for the last four years, we have had over 60,000 visitors to Frieze Art Fair. These visitors included those with an interest in the art world, such as curators, artists, collectors, gallerists and critics, as well as the general public. Some visit as first-time collectors of art whilst others view the fair more as an exhibition, enjoying the experience as a cultural day out

### **How do I get a ticket for the fair?**

Tickets for Frieze Art Fair can be purchased from 1 June each year, online at [frieze.com](http://frieze.com) using a credit or debit card. Alternatively, visitors can phone Frieze Art Fair's ticket agent, See Tickets, to purchase their ticket. Tickets can also be purchased onsite at the fair, however discounted prices are available only on early bookings. Frieze Art Fair advise booking tickets in advance to avoid disappointment.

### **What makes Frieze Art Fair different from other art fairs?**

Frieze Art Fair is one of the few fairs to focus only on contemporary art and living artists. The exhibiting galleries represent the most exciting contemporary galleries working today. The focus on living artists is also evident in the critically acclaimed Frieze Projects' programme. The fair presents a curated programme of talks, artists' commissions and film projects, many of which are interactive or performative and encourage visitors to engage with art and artists directly.

Unlike most other fairs, Frieze Art Fair is housed in a bespoke temporary structure, which is located in Regent's Park and benefits from having a natural light source, avoiding the atmosphere of a trade show, thus making the fair both lively and energetic.

Since its first year Frieze Art Fair has also been fortunate enough to work with a series of talented architects: David Adjaye, Jamie Fobert and Caruso St John, who are well known for their work on museums and art galleries. The architects' brief is to make the fair an inviting and unique experience. Each year there are eye-catching changes to the design, décor, entrance and spaces such as restaurants and cafes. The architects have the opportunity to experiment and this adds to the experience of the fair.

### **What is Frame?**

Frame, a section of the fair introduced in 2009, is dedicated to solo artist presentations. Frame is open to galleries who have been in existence for less than six years and present a regular programme of exhibitions.

### **What are the annual sales figures?**

Frieze Art Fair released sales figures following the first three fairs. However, the

Directors came to regard such results to be misleading and inaccurate, as many sales are completed post-fair, and many galleries choose to keep their sales figures private. From 2006 the fair has not released sales figures. Whilst the fair is a commercial venture, it should be remembered that the fair equally relies on the relationships with collectors and curators made by participating galleries at the fair.

#### **How are the galleries selected for the fair?**

Around 500 galleries apply each year for the fair. Each year the application form is posted on the website in December, the application deadline is in February and the selection is made in April. There is then an appeals procedure in late April. The selection is made by a committee of gallerists who participate in the fair; the fair Directors chair the meeting but do not vote.

#### **Who is on the selection committee?**

The 2010 selection committee was: Daniel Buchholz, Director, Galerie Daniel Buchholz Sadie Coles, Director, Sadie Coles HQ Marcia Fortes, Director, Galeria Fortes Vilaça Cornelia Grassi, Director, greengrassi Maureen Paley, Director, Maureen Paley Toby Webster, Director, The Modern Institute/Toby Webster Curators Cecilia Alemani and Daniel Baumann were appointed as special advisers to Frame in 2010

#### **What is the relationship between Frieze Art Fair and *frieze* magazine?**

The fair and the magazine are both wholly owned by Matthew Slotover and Amanda Sharp. The magazine was founded, in 1991, by Amanda Sharp and Matthew Slotover with the artist Tom Gidley. When the magazine began both Amanda and Matthew served as editors, but ceased direct involvement in editorial decisions in 2001. In 2003, the first year of Frieze Art Fair, they assumed the roles of Publishing Directors of the magazine, and Directors of the fair. Amanda and Matthew maintain the overall direction of both the art fair and the magazine, but editorial decisions are made by the Co-Editors Jörg Heiser and Jennifer Higgie, as well as Senior Editor Dan Fox. The fair and the magazine share offices, administration, communications and accounts personnel. In 2008 and 2009 the talks programme at the fair was organised by the magazine editors. In 2010 Frieze appointed Robert Devereux to its board as Chairman.

#### **What is Frieze Foundation?**

Frieze Foundation is a non-profit organisation, which was established the same year as the fair (2003). The foundation oversees: Frieze Talks, a programme of panel discussions and lectures printed annually during the four days of the fair; Frieze Projects, a curated programme of site-specific projects by artists in and around the fair; The Cartier Award, annually presented to an international emerging artist. The foundation also administers Frieze Music, Frieze Education and Frieze Film.

#### **How is Frieze Foundation funded?**

The foundation has received funding from a number of sources including grant bodies such as the European Union's Culture 2000 programme and Arts Council, England. Specific areas also receive sponsorship, for example Cartier has sponsored Frieze Projects since 2005.

#### **Who runs the curatorial programme at the fair?**

The programme for 2010 will be curated by Sarah McCrory. It was curated previously by Neville Wakefield, from 2007 to 2009, and Polly Staple, from 2003 to 2006.

**Can I make a project at the fair?** The curatorial programme is carefully considered many months before the fair. For artists not known to the curator, the best route to show a project at the fair is via an application to the Cartier Award.

**What is Frieze Education and how is it funded?**

Frieze Education is part of Frieze Foundation and is presented in association with Frieze Art Fair's main sponsor Deutsche Bank. The programme runs over the four days of the fair. During the week local school groups participate in the programme developed in 2009 as in 2008 in collaboration with ReachOut RCA. Frieze Education has previously worked with the Serpentine Gallery in 2003 and 2004 as well as Camden Art Centre in 2005, 2006 and 2007. At the weekend the Deutsche Bank Education Space (which is housed in the fair) is open to family groups and visiting children. They have the opportunity to undertake activities that engage with fair at large. The programme is developed to introduce children and young people to contemporary art in an exciting and fun way.

**What is Frieze Music and how is it funded?**

Frieze Music was established to develop the crossover between contemporary art and music. A concert (or a series of concerts) is presented during the week of Frieze Art Fair in an off-site location. Frieze Music was originally created by Dan Fox, Senior Editor of *frieze* magazine, and Steve Mackey, producer and musician. Frieze Music's varied programme has featured bands, avant-garde classical composer Karlheinz Stockhausen and pop series, such as that co-ordinated by Franz Ferdinand in 2004. Frieze Music takes place during the week of the fair and attracts a wide audience. In 2009 Frieze Music was conceived and choreographed by Turner-Prize winning artist Martin Creed and was co-commissioned by Frieze Music and Sadler's Wells; developing the remit to Frieze Music to include dance. In 2010, Frieze Music will be programmed by Sarah McCrory and Sam Thorne.

**Does Frieze produce any publications to accompany the fair?**

Each year Frieze publishes the *Frieze Art Fair Yearbook*, a guide to what is current in the world of contemporary art. The Yearbook introduces over 300 artists from around the globe, with a critical text and colour illustration of their work. It also features interviews with Frieze Projects' artists; provides details of all the galleries participating in Frieze Art Fair and has an index listing over 2000 artists. Frieze also published *Frieze Projects: Artists' Commissions and Talks 2003-2005* as a record of the work of Frieze Foundation, featuring essays on the commissioned projects and texts from the lectures and panel discussions. The book serves as a valuable introduction to the critical debates in contemporary art. A second book in this series was published in 2009, entitled *Frieze Projects and Frieze Talks 2006-2008*, and features artists from Mike Nelson to Richard Prince and speakers from Dave Hickey to Adrian Piper.

**If I cannot get to London for Frieze Art Fair is there any part of it that I can still enjoy?**

frieze.com offers podcasts of all Frieze Talks as well as details of Frieze Projects and Frieze Film. Frieze Art Fair also publishes a comprehensive guide to contemporary art *Frieze Art Fair Yearbook*, which is available from mid-September each year and can be ordered online at frieze.com or purchased from all good bookshops. For updates on Frieze Art Fair 2010, follow @friezeartfair on twitter, become a fan on facebook and sign up to the Frieze email newsletter at frieze.com.