

**Press Release**  
**23 September 2011**



## **Frieze New York 2012: New York Public Relations Agency**

Frieze Art Fair announced today that it has engaged the services of public relations agency Black Frame for its New York fair next year.

Black Frame is a public relations and image consulting firm focused on the visual art, design and fashion communities with offices in New York and London. The agency represents a cross-disciplinary range of leading international companies and brands.

Black Frame has been a key strategic communications partner for cultural institutions and galleries including Gladstone Gallery, Fondazione Prada and Matthew Marks Gallery.

The agency has partnered with a number of art initiatives on their development from the ground up such as New York's X Initiative, the 2009 Nordic and Danish pavilions at the Venice Biennale and the 2007 Performa Biennial artistic commission with Francesco Vezzoli.

Frieze New York will take place 4–7 May 2012, and will be housed in a bespoke structure in a unique setting: Randall's Island Park, Manhattan, overlooking the East River. The fair will house approximately 170 galleries and will be designed by New York-based SO-IL architects.

Belinda Bowring of Frieze said of the appointment, 'We're delighted to be working with Brian Phillips and Black Frame. Their unique experience across a range of events promises to enable us to build on the relationships that we've established at Frieze Art Fair and will be invaluable to us in New York.'

**— End.**

**Press Contact:**

Shayna McClelland  
Black Frame  
framenoir.com  
tel: + 1212 226 2196  
smcclelland@framenoir.com

**Frieze Contact:**

Belinda Bowring  
frieze.com  
tel: +44 (0)20 3372 6135

belinda@frieze.com

## **Editors' Notes**

Frieze Art Fair, London launched in 2003 now annually receives over 60,000 visitors.

Frieze Art Fair, London 2011 takes place in London's Regent's Park, 13–16 October.  
In 2012 it will take place 11–14 October.

Frieze Art Fair, New York 2012 will take place on Randall's Island Park, Manhattan,  
4–7 May.

**For General information visit [frieze.com](http://frieze.com)**

**Main sponsor  
Deutsche Bank**

