

Press Release
13 May 2010

FRIEZE
ART
FAIR

The *Cartier* Award 2010: Winner Announced

Frieze Art Fair is delighted to announce that the winner of The Cartier Award 2010 is the British/Japanese artist Simon Fujiwara, who is based in Berlin and Mexico City. His previous works have encompassed performance-style lectures, fictional writings and installations. His winning proposal was selected from over 500 applications by artists from all over the world.

For Frieze Art Fair 2010, sponsored for the seventh year by Deutsche Bank, Fujiwara plans to present a new site-specific work, *Frozen*; an installation based on the fictive premise that an ancient lost city has been discovered beneath the site of the fair. Throughout the fair, visitors will encounter archaeological digs, displays of found artefacts and graphic panels describing a historic civilization that was once a hub of art and commerce. Employing his fluid, personal approach to historical interpretation, Fujiwara will present the public with a proposition: that today's art market is just one manifestation of an ancient and intrinsic need – to create, preserve, sanctify and fetishise art objects.

The Cartier Award is widely acknowledged as one of the world's leading art awards. It allows an emerging artist based outside the UK to realise a major project at Frieze Art Fair as part of the critically acclaimed Frieze Projects programme. Sarah McCrory, curator of Frieze Projects, commenting on the announcement said: 'By researching and exploring tales of this imaginary city, Fujiwara uncovers the fundamentally human desire to collect and assign value and status to desirable objects. He will create a fictitious scenario by manipulating histories relating to mythical and real sites of cultural discovery, which will have a specific resonance with the fair's audience.'

The Cartier Award forms an exciting and visible element of Cartier's long-standing commitment to the commissioning and display of contemporary art. Grazia Quaroni, a member of the selection panel, and curator of the Cartier Foundation for Contemporary Art in Paris added: 'Simon Fujiwara's *Frozen* is not only an original and complex interpretation of the game that is the Cartier Award but also for the particular exhibition context of Frieze Art Fair. His skilful use and manipulation of fiction, his ability to link different parts of the same project, his capacity to make the entire work readable by the public, his attention to audience involvement, all conquered this year's jury. Fujiwara shows an impressive maturity for his young age, keeping a freshness and humour to intricate works.'

In 2010, Gasworks, London's outstanding complex of artists' studios, will once again host the award's residency. Simon Fujiwara studied Architecture at Cambridge University and Fine Art at Städelschule Hochschule für Bildende Kunst in Frankfurt am Main. Selected shows and projects from 2010 include Manifesta 8, Murcia; 29th São Paulo Biennial; Bringing Up Knowledge, MUSAC, Leon; Huckleberry Finn, CCA Wattis Institute, San Francisco; 100 Years, Julia Stoschek Collection, Dusseldorf. Forthcoming shows include a week-long performance project for Performa 11, New York, curated by Jens Hoffmann, and a solo exhibition at TATE, St.Ives.

— End.

Press Contact:

Carrie Rees
Relative MO
relativemo.com
tel: 020 7749 4510
carrie@relativemo.com

For press images please visit:

flickr.com/photos/friezeartpress

Press accreditation opens on 1 June please visit:

friezeartfair.com/press

Frieze Contact:

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

Editors' Notes

Selection Committee: Roger Hiorns (Artist); Catalina Lozano (Residencies Co-ordinator, Gasworks); Sarah McCrory (Curator, Frieze Projects); Grazia Quaroni (Curator, the Cartier Foundation for Contemporary Art).

The Cartier Award is an extraordinary opportunity for artists to realise a major new work at Frieze Art Fair as part of Frieze Projects. Works may be site-specific installations, performance, film, video or print. The award provides production costs of up to £10,000, an artist's fee of £1,000, and a three-month residency at Gasworks from August to October 2010, including accommodation, per-diems and travel expenses. The award is open to non-UK-based artists within five years of graduating from an undergraduate or postgraduate degree, or under 30 years of age.

Cartier UK is the Associate Sponsor of Frieze Art Fair supporting Frieze Projects and the Cartier Award. Cartier has a long-standing relationship with contemporary art and, over twenty years ago, the company established the Cartier Foundation for Contemporary Art in Paris.

Gasworks is a contemporary arts organisation in South London housing 12 artists' studios and presenting a programme of exhibitions, residencies, international fellowships and educational projects.

Frieze Art Fair takes place from 14-17 October 2010 in Regent's Park, London. Frieze Art Fair is the UK's largest art fair and one of the leading contemporary art fairs in the world.

Frieze Art Fair – Information

Opening dates and hours:

Thursday 14 October	11am – 7pm
Friday 15 October	11am – 7pm
Saturday 16 October	11am – 7pm
Sunday 17 October	11am – 6pm

Preview:

Wednesday 13 October

Advance Tickets go on sale from 1 June:

Box Office and 24-hour credit card hotline:

See Tickets +44 (0) 871 230 3452

Group Bookings: +44 (0) 844 412 4650

Online Bookings: seetickets.com

For General information, accommodation and travel details, visit frieze.com

**Main sponsor
Deutsche Bank**



Associate sponsor:

Cartier