

Press Release  
18 October 2011

# FRIEZE ART FAIR

## Frieze Art Fair 2011: High-quality works and confident mood make for strong sales.

At the close of the ninth edition of Frieze Art Fair, sponsored by Deutsche Bank for the eighth-consecutive year, galleries reported strong sales and market confidence.

Fair directors, Amanda Sharp and Matthew Slotover were delighted with reports of significant sales both in the main section of the fair and in Frame. 173 galleries exhibited over 1,000 artists at Frieze Art Fair 2011. 33 countries were represented – making this year’s fair the most international selection of galleries to have shown in London. Over 40 museum groups, representing the world’s major institutions visited Frieze Art Fair 2011. Collectors from Europe and the USA were joined by a strong showing of Asian, Latin-American, Middle-Eastern and Russian collectors.

Amanda Sharp and Matthew Slotover commented, ‘The quality of the galleries’ presentations – with elegant installations and significant works – translated into substantial sales, to both public and private collections, calming nerves that might have been felt before the fair’s opening. With collectors attending from Europe and the US but also, increasingly, from the rest of the world, it is thrilling to see how the ninth edition of Frieze Art Fair is a truly global event.’

Over 60,000 visitors were welcomed to the fair during the five-day professional and public event.

Strong sales were reported at every level. Significant sales included a new work by Gerhard Richter, *Strip* (CR921-1), for £1.5 million, at Marian Goodman; a Neo Rauch painting for \$1.35 million at David Zwirner; and a Takahashi Murakami carbon-fibre sculpture for \$900,000 at Emmanuel Perrotin. Hauser and Wirth sold all editions of their Thomas Houseago sculpture park inclusion, Hermaphrodite for \$425,000 each, and Thomas Dane Gallery placed Glenn Ligon’s neon Warm Broad Glow (2011) with an overseas foundation for \$200,000.

In Frame, the section in the fair for young galleries showing solo artist presentations supported for a second year by Cos, sales were also substantial. François Ghebaly sold out their Patrick Jackson booth, selling *Dirt Pile on Table (roots&glass)* (2011) priced at \$9,000; two versions of *Heads, hands and feet* (2011) for \$15,000 and *3 dirt pile sculpture* for \$20,000 all to significant international collectors. Bischoff/Weiss sold two Raphael Zarka videos, priced at £11,300 and £7,000 respectively, both to museum buyers. Maisterravalbuena sold all five editions of Paloma Polo’s *The Path of Totality* (2010) for €9,000 each. Further sold-out stands in Frame included RaebervonStenglin and Ignacio Liprandi.

Cecilia Alemani and Rodrigo Moura, advisors to this year's Frame section, commented: 'Frame was a success in establishing a platform for young galleries to show their artists to a high-level audience at Frieze Art Fair. The section has confirmed its potential as a research platform, attracting interest of curators and institutions and helping to create a network between professionals. The wide range of artistic voices in the section is also resonant in the international diversity of the galleries. The quality of the Frame galleries' presentations has been rewarded by good sales with several galleries selling out their stands.'

There were more solo presentations in the main section than ever before: Guido W Baudach featured Erik van Lieshout; Marianne Boesky with Adam Helms; Eigen + Art with Carsten Nicolai; Galerie Frank Elbaz with Mangelos; Stephen Friedman Gallery with Huma Bhaba; Gagosian Gallery presented a stand selected by Franz West; Casey Kaplan showed a solo presentation by Matthew Brannon; George Kargl Gallery with Muntean Rodenblum; Johann König with Jordan Wolfson; Tomio Koyama Gallery with Yuko Someya; Michael Lett presented Dan Arps; Gio Marconi with Nathalie Djurberg; Raster with Rafal Bujnowski; and Galeria Zero with Michael Sailstorfer.

### **Gallery response**

Leslie Waddington of Waddington Custot Galleries declared the fair his best Frieze ever, 'It has certainly been our best ever fair in the UK, and one of the best in the world.'

Niklas Svennung of Galerie Chantal Crousel said, 'We missed out not being here last year as Frieze Art Fair is one of the best moments in our calendar. We always see people here that we don't see anywhere else, in particular collectors from the Middle East and Asia. This year we didn't know what to expect of the market but have had particular success with Wade Guyton, Anri Sala and Wolfgang Tillmans.'

Iwan Wirth, President, Hauser & Wirth: 'A great success! Within minutes of the opening we had strong sales, particularly from Thomas Houseago, whose bronze sculpture *Hermaphrodite* completely sold out all editions, and Rashid Johnson and Matthew Day Jackson, whose work also sold out on the first day. Works by Roni Horn, Wilhelm Sasnal, Pipilotti Rist, Phyllida Barlow and Anri Sala all being placed in museums and private collections, has led to a fantastic week and perhaps our best Frieze Art Fair ever.'

Akio Koki of Vermhelo said: It was perfect. People at Frieze Art Fair are always searching something very new, and the work here is always fresh. We've seen lots of American collectors and more Brazillians than ever. We've had success with Jonathas de Andrade and sold all six editions of his work *Hoy Ayer*.'

Millicent Wilner, Director of Gagosian Gallery London was also pleased: 'After nine years of exhibiting at Frieze, we wanted to take a more curated approach to the booth and asked Franz West to come up with a selection of artists. For "Franz West Selects: The Altitude of Art", the artists in most cases made work specifically for the occasion, often inspired by Franz and his work, such as Rudolf Stingel's portrait of a young Franz West. The response to our booth was fantastic, both from the public as well as commercially.'

Max Wigram compared his success at this year's fair to that of his previous best year: 'I'm amazed. I've sold serious works, including installation and film, to serious collectors. We've also had a lot of conversations with museums and curators.'

The Pace Gallery, which participated in the Frieze Art Fair for the first time, was thrilled with the warm reception it received from both the public and the press. 'We are very pleased to report strong sales over the course of the fair, and look forward to our continued presence at Frieze in the future.'

Casey Kaplan said, 'I think the best thing that we've heard about our booth this week is that Sir Norman Rosenthal said that we "presented ideas" and ultimately that was our goal. This was second year in a row that we decided to work closely with one artist and

present an exhibition. Usually fairs are about dealers but we wanted our booth to confuse that. As result we've had a great response – we've sold nearly everything.'

Maureen Paley contributed: 'I've been delighted this year to be able to present Gillian Wearing's newest self-portrait, which has found its way into wonderful collections, together with work by Wolfgang Tillmans who continues to work with his abstract theme to great effect. It has also been exciting to open our Rebecca Warren show at the beginning of the week from which an iconic work has been sold to a good collection at the fair. A number of other positive things happened this year across a large grouping of the gallery's artists who worked closely with me on their contributions to the fair.'

Andrew Kreps was also positive, 'It's been really good. Frieze Art Fair is a great experience and gets better at all the details. All the improvements to the structure this year make it a very pleasant place to be. We've done really well, it's been amazing to see the response to the Darren Bader work that we've been showing as it's a challenging installation that is unusual for a fair. We're looking forward to New York!'

Darren Flook of Hotel remarked, 'We've been pleasantly surprised by the level and quality of museums that we've met. In particular the interest has been in film work and the primary audience for that is institutions. We've had particularly strong interest in Duncan Campbell's work, selling all six editions of his 16mm film *Sigmar* (2008), all to museums.'

Mari Spirito of 303 gallery commented: 'The audience becomes increasingly international. We've placed work in collections as far reaching as the Middle East and Latin America: Doug Aitken to Lebanon and Jane & Louise Wilson to Brazil. The events in London throughout the week means that there is a great synergy between the fair and the city's museums, the fact that this has been initiated by the fair is a positive attribute.'

Manuel Miseur of Johnen Galerie was pleased: 'It's been beyond all our expectations, we're leaving very happy. We've had both critical acclaim and very good sales. We chose to show artists that were new to us: Florin Mitroi and Stefan Bertalan both of which attracted significant institutional interest. Also Roman Ondak having won Deutsche Bank's artist of the year has been an advantage for us. Having not been here for a few years, we're very happy to be back. There is something about London that works for us, our programme is appreciated here.'

Monika Sprüth & Philomene Magers, Sprüth Magers Berlin London said, 'We have met really interesting new collectors at the Fair from the Middle East and Russia in particular. We've made strong sales, selling work by George Condo, Thomas Demand, Rosemarie Trockel & Barbara Kruger. The Fair also provides a great platform for our younger generation of artists such as Cyprien Gaillard & Thea Djordjadze whose work also sold well.'

Rose Lord of Marian Goodman said, 'At Frieze this year, we presented artists who currently have, or have recently had, major museum exhibitions in London: Gerhard Richter, Tacita Dean, Anri Sala, Gabriel Orozco and Pierre Huyghe. Frieze has been a very good way to endorse and discuss these artists and their work.'

Emma Dexter of Timothy Taylor was also positive: 'We have had a brilliant Frieze – wonderful sales, and we've had highly intelligent conversations with literally hundreds of serious collectors and museum curators. Matthew and Amanda have done a fantastic job bringing this energy and focus to the London scene once again. Improvements such as the exclusive VIP hour each day, and the separation of café areas from the art have meant that the environment for showing high quality works in a brilliantly designed structure is better than ever. We look forward to next year's edition!'

Those exhibiting in Frame were similarly pleased.

François Ghebaly: 'The fair turned out to be very good for us, Patrick Jackson's new work is rather radical, and requires a certain level of sophistication to be understood and appreciated. I guess Frieze brings together this kind of audience, as we sold out our

booth. One sale we're excited about it is to Turkish collector Omer Koç, who has a fantastic collection in Istanbul.'

Patrick Lee of One and J Gallery commented: 'For a gallery like ours, just being in Frieze is a tremendous milestone. It was so nice to see such a diverse array of people visit the fair to see art. I was also very surprised by the appreciation of photography by the collectors at the fair. We were overwhelmed by the response to the works. We had never been so busy at a fair in terms of demand and interest. We sold more here than we had ever in the past. The management of the fair was far and away the most professional of any fair that we had worked with, I was impressed with all aspects of how it was organized and coordinated; the little things and touches made a huge difference.'

Alexander Hahn of Aanant & Zoo was also pleased: 'It's been fantastic, both in terms of contacts and in sales. It's the first time that Channa Horowitz has shown in London and it's been a great experience introducing her works to many new museums and curators. I'm very happy, as is Channa who was here too. For us it has been great.'

Mike Egan of Ramiken Crucible had similar sentiments, 'It has been my first time in London and I feel spoiled because it has been such a great experience. It's a really professional fair and also very focused. There has been such a profound response to the work: people are disgusted but they also love it! I was really excited to show Andra Usuta's work here because I knew that people in London would have a sense of humour. I've sold most of my booth, so I'm very happy.'

### **Stand Prize**

Gavin Brown's enterprise won the Frieze Art Fair Stand Prize sponsored by Champagne Pommery. The prize was judged by a jury comprising: Tom Eccles, Director, The Centre for Curatorial Studies at Bard College, New York; Karola Kraus, Director, MUMOK, Vienna; Stéphanie Trembley, Independent Curator, Beaux Arts magazine, Paris.

### **Outset /Frieze Art Fair Fund to benefit the Tate Collection**

Works by the following artists were been acquired as gifts to the Tate Collection thanks to The Outset /Frieze Art Fair Fund to benefit the Tate Collection: Helena Almeida, Melanie Smith, Alina Szapocznikow. This year's selection panel consisted of Nicholas Serota, Director, Tate and Tate Curators Ann Gallagher, Frances Morris and Tanya Barson. Each year, two prominent international curators are invited to work alongside Tate's curators to select works from the Fair. This year they were José Roca, Artistic Director of Philagrafika 2010 and Curator of Mercosul Biennial 2011 and Adam Szymczyk, Director of the Kunsthalle Basel. This year was the largest fund that Outset have ever had available to spend at the fair taking the fund's total donations to spend on the Tate's collection to over £1 million.

### **The Sculpture Park**

This year the Sculpture Park showed work by Neha Choksi, Johan Creten, Claudia Fontes Alicia Framis, Tom Friedman, Gimhongsok, Des Hughes, Thomas Houseago, Eva Kořátková & Petr Kořátko, Will Ryman, Kiki Smith, Gavin Turk.

### **Museum Editions**

A new addition to the fair this year was a museum editions booth, selling limited-edition prints by contemporary artists published by some of London's leading public institutions. In total the booth raised over £100,000 in revenue, vastly exceeding their pre-fair target of £35,000. Gregor Muir, Director of the ICA, London commented: 'I thought the fair was particularly exciting this year thanks to a stand donated to the London institutions – such as the ICA, Serpentine and Whitechapel – to sell their artist editions, which not only

looked really exciting but also helped raise over £100,000! Believe me this makes such a big difference to the public programme. Thank you Frieze Art Fair!'.

### **Frieze Projects**

This year Frieze Projects were curated by Sarah McCrory and supported for the first time by the Emdash Foundation. Artists commissioned for the 2011 fair were: Bik Van der Pol, Pierre Huyghe, Christian Jankowski, Oliver Laric, LuckyPDF, Peles Empire, Laure Prouvost and Cara Tolmie. The Emdash Award 2011 winner Anahita Razmi presented her commission *Roof Piece Tehran*, which was met with significant critical acclaim. The projects were received positively by international critics and the public alike, with a total of over 1,000 people watching LuckyPDF's five television shows live in their studio at the fair, and a further 1,500 watching online; 120 people attended Cara Tolmie's daily performance and 2,400 members of the public attended Peles Empire's installation *Noroc*.

### **Frieze Talks**

Programmed by *frieze* magazine editors Jennifer Higgie, Jorg Heiser and Dan Fox, Frieze Talks presented an international line-up of artists, philosophers, writers and cultural commentators including Daniel Buren, John Bock, Adam Curtis, Alison Knowles, Katy Siegel and Taryn Simon. 1,675 visitors attended the Frieze Talks in the onsite auditorium. Frieze Talks are now available to download from [frieze.foundation.org](http://frieze.foundation.org)

### **Frieze Film**

The artists commissioned to make new work for Frieze Film 2011 were: Ed Atkins, Lutz Bacher, Anthea Hamilton, Judith Hopf and Katarina Zdjelar. The five commissioned works were screened in the auditorium throughout the duration of fair and were broadcast during Frieze week on Channel 4. The five Frieze Film commissions are now available to watch on the 'Random Acts' website: [randomacts.channel4.com](http://randomacts.channel4.com)

### **Frieze Education**

This year saw over 275 children taking part in the artist-led programme of drawing activities related to Frieze Projects by Pierre Huyghe and Laure Prouvost.

### **Frieze Art Fair Sponsors**

Pierre de Weck, a member of the Deutsche Bank AG's Group Executive Committee and Chairman of the Deutsche Bank Global Art Advisory Council commented: 'We would like to congratulate the organisers of Frieze on another successful fair. We are delighted to be able to support an event that is so closely aligned with the bank's goals of supporting an increasingly wide range of artists and the further broadening of the event.'

— End.

**Press Contact:**

Sam Talbot  
RelativeMO  
relativemo.com  
tel: + 44 (0) 20 7749 4510  
sam@relativemo.com

**For press images please visit:**

[flickr.com/photos/frieze/press](http://flickr.com/photos/frieze/press)

**Frieze Contact:**

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

## Editors' Notes

### Participating Galleries

303 Gallery, New York  
Galería Juana de Aizpuru, Madrid  
Galería Helga de Alvear, Madrid  
Andersen's Contemporary, Copenhagen  
The Approach, London  
Balice Hertling, Paris  
Laura Bartlett Gallery, London  
Galerie Catherine Bastide, Brussels  
Galerie Guido W. Baudach, Berlin  
Marianne Boesky Gallery, New York  
Tanya Bonakdar Gallery, New York  
Bortolami, New York  
Galerie Isabella Bortolozzi, Berlin  
The Breeder, Athens  
Broadway 1602, New York  
Gavin Brown's enterprise, New York  
Galerie Daniel Buchholz, Cologne  
Cabinet, London  
Campoli Presti, London  
Canada, New York  
Galerie Gisela Capitain, Cologne  
China Art Objects Galleries, Los Angeles  
Sadie Coles HQ, London  
Contemporary Fine Arts, Berlin  
Pilar Corrias Gallery, London  
Corvi-Mora, London  
Galerie Chantal Crousel, Paris  
Thomas Dane Gallery, London  
Massimo De Carlo, Milan  
Elizabeth Dee, New York  
Galerie Eigen + Art, Berlin  
galerie frank elbaz, Paris  
Konrad Fischer Galerie, Dusseldorf  
Foksal Gallery Foundation, Warsaw  
Galeria Fortes Vilaça, Sao Paulo  
Marc Foxx, Los Angeles  
Carl Freedman Gallery, London  
Stephen Friedman Gallery, London  
Frith Street Gallery, London  
Gagosian Gallery, London  
Annet Gelink Gallery, Amsterdam  
A Gentil Carioca, Rio de Janeiro  
Marian Goodman Gallery, New York  
Greene Naftali, New York  
greengrassi, London  
Galerie Karin Guenther, Hamburg  
Jack Hanley Gallery, New York  
Hauser & Wirth, London  
Herald St, London  
Hollybush Gardens, London  
Hotel, London  
Xavier Hufkens, Brussels  
IBID Projects, London  
Ingleby Gallery, Edinburgh  
Taka Ishii Gallery, Tokyo  
Alison Jacques Gallery, London  
Galerie Martin Janda, Vienna  
Johnen Galerie, Berlin  
Juliëtte Jongma, Amsterdam  
Annely Juda Fine Art, London  
Casey Kaplan, New York  
Georg Kargl Fine Arts, Vienna  
Galleri Magnus Karlsson, Stockholm  
Paul Kasmin Gallery, New York  
Kerlin Gallery, Dublin  
Anton Kern Gallery, New York  
Galerie Peter Kilchmann, Zurich  
Johann König, Berlin  
David Kordansky Gallery, Los Angeles  
Tomio Koyama Gallery, Tokyo  
Andrew Kreps Gallery, New York  
Galerie Krinzinger, Vienna  
Kukje Gallery, Seoul  
kurimanzutto, Mexico City

Yvon Lambert, Paris  
Lehmann Maupin, New York  
Michael Lett, Auckland  
Lisson Gallery, London  
Long March Space, Beijing  
Kate MacGarry, London  
Mai 36 Galerie, Zurich  
Giò Marconi, Milan  
Matthew Marks Gallery, New York  
Mary Mary, Glasgow  
Galerie Meyer Kainer, Vienna  
Meyer Riegger, Karlsruhe  
Andreiana Mihail Gallery, Bucharest  
Victoria Miro, London  
The Modern Institute, Glasgow  
Murray Guy, New York  
Galleria Franco Noero, Turin  
Galerie Giti Nourbakhsh, Berlin  
Galleria Lorcan O'Neill, Rome  
Office Baroque Gallery, Antwerp  
The Pace Gallery, New York  
Maureen Paley, London  
Peres Projects, Berlin  
Perrotin, Paris  
Galerie Francesca Pia, Zurich  
Galeria Plan B, Cluj  
Galerija Gregor Podnar, Berlin  
Galerie Eva Presenhuber, Zurich  
Produzentengalerie, Hamburg  
Project 88, Mumbai  
Raster, Warsaw  
Raucci/Santamaria, Naples  
Almine Rech Gallery, Brussels  
Regina Gallery, Moscow  
Anthony Reynolds Gallery, London  
Rodeo, Istanbul  
Galerie Thaddaeus Ropac, Paris  
Andrea Rosen Gallery, New York  
Salon 94, New York  
Aurel Scheibler, Berlin  
Galerie Rüdiger Schöttle, Munich  
Micky Schubert, Berlin  
Sfeir-Semler, Beirut  
Stuart Shave/Modern Art, London  
Sies + Höke, Dusseldorf  
Galeria Filomena Soares, Lisbon  
Sommer Contemporary Art, Tel Aviv  
Reena Spaulings Fine Art, New York  
Sprüth Magers Berlin London, Berlin  
Standard (Oslo), Oslo  
Diana Stigter, Amsterdam  
Galeria Luisa Strina, Sao Paulo  
T293, Naples  
Timothy Taylor Gallery, London  
Team Gallery, New York  
The Third Line, Dubai  
Tina Kim Gallery, New York  
Vermelho, Sao Paulo  
Vilma Gold, London  
Vitamin Creative Space, Guangzhou  
Waddington Custot Galleries, London  
Galleri Nicolai Wallner, Copenhagen  
Wallspace, New York  
Galerie Barbara Weiss, Berlin  
Fons Welters, Amsterdam  
Michael Werner, New York  
White Cube, London  
Max Wigram Gallery, London  
Wilkinson, London  
XL Gallery, Moscow  
Donald Young Gallery, Chicago  
Zeno X Gallery, Antwerp  
Zero, Milan  
David Zwirner, New York

## Frame

### Gallery

Aanant & Zoo, Berlin  
Ancient & Modern, London  
Bischoff/Weiss, London  
The Box, Los Angeles  
D+T Project, Brussels  
Freymond-Guth Fine Arts, Zurich  
François Ghebaly Gallery, Los Angeles  
hunt kastner, Prague  
Inga, Tel Aviv  
Kolonie Gallery, Warsaw  
KOW, Berlin  
Wilfried Lentz, Rotterdam  
Ignacio Liprandi Arte Contemporáneo, Buenos Aires  
Maisterravalbuena, Madrid  
Marz Galeria, Lisbon  
Take Ninagawa, Tokyo  
One And J. Gallery, Seoul  
RaebervonStenglin, Zurich  
Ramiken Crucible, New York  
Rampa, Istanbul  
Revolver Galeria, Lima  
Casas Riegner Gallery, Bogota  
Silverman Gallery, San Francisco  
Jonathan Viner, London  
Rob Tufnell, London  
Alex Zachary, New York

### Artist Presented

Channa Horwitz  
Paul Johnson  
Raphaël Zarka  
Judith Bernstein  
Elena Bajo  
Megan Francis Sullivan  
Patrick Jackson  
Eva Kotatkova  
Shai Azoulay  
Katarzyna Przezwańska  
Tobias Zielony  
Rossella Biscotti  
Pablo Accinelli  
Paloma Polo  
Nicolás Robbio  
Aki Sasamoto  
Jung Lee  
Kilian Rüthemann  
Andra Ursuta  
Nilbar Güreş  
Ximena Garrido-Lecca  
Bernardo Ortiz  
Susanne M. Winterling  
Elias Hansen  
Joel Croxson  
Ken Okiishi

## Frieze Art Fair 2011 – Information

### New public opening dates and hours:

Thursday 13 October	12pm – 7pm
Friday 14 October	12pm – 7pm
Saturday 15 October	12pm – 7pm
Sunday 16 October	12pm – 6pm

### Preview:

Wednesday 12 October

**Main sponsor**  
**Deutsche Bank**

