

Press Release
9 September 2010



Frieze Education 2010

Frieze Art Fair announced today the details of the Frieze Education Programme 2010, 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 third 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. Encompassing workshops for schools, a weekend public programme, an activity guide for young visitors to Frieze Art Fair and an online resource, 'The Age of Discovery' offers an accessible yet innovative experience of contemporary art, emboldening participants' own role in learning and creativity.

Two RCA alumni, **Jack Tan** and **Jesse Wine** will lead the schools groups, each using their own approach to their work as a starting point and that of the artists featured in the Frame section of the fair, focusing on the work of **Ruth Ewan**, **Drew Heitzler**, **Oliver Laric** and **Naeem Mohaiemen**. Tan will encourage students to create a strategy of politically viewing art, allowing them to explore their personal, social, historical and political identities and understand how these frame their encounters with works of art, artists, writing on art, and the art world. Wine and students will create a pop-up gallery, also using the work of Frame artists and galleries as a starting point. In particular they will take the work of **Des Hughes** from Ancient and Modern, **Tobias Madison** from Karma International, **Aids 3D** from Gentili Apri and **Jin Shan** from Platform China as their subject. All the curation, texts and exhibition will be formed from secondary research made online, from press releases, interviews, artist statements and magazine images, employing guerilla tactics and wider sense of the readymade to explore all the working sides of the art world.

Designed for younger children attending the fair, the weekend workshops will use works that are part of the Frieze Projects programme as their point of departure. The workshops on Saturday will be based on the idea the 'The Assembled Ape'. Using words and throwaway materials (plastic shopping bags, deflated beach balls), **Eve Peasnell** will lead participants in building a poem portrait of an Ape from fragments of appropriated texts, received wisdom and common clichés, taken from magazines, catalogues, adverts, audio-recordings and stories. The workshop will take its inspiration from *pOetry pArk*, **Ei Arakawa** and **Karl Holmqvist**'s 2010 Frieze Project

and will spread itself around the walls of the space to create a kind of textual and sculptural poetic enclosure, like the Gorilla Kingdom in London Zoo.

On Sunday, RCA graduate **Silas Money** will use **Simon Fujiwara's** Cartier Award 2010 commission to inspire a day-long workshop, in which participants will write, act out and create the sets for *The Art World*, an ancient civilization thought lost forever. The whole room will be active and recorded from above in stop-motion animation for online broadcast.

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 at FriezeFoundation.org, and the site will serve as an event archive post-Frieze Art Fair.

Hannah Murgatroyd, Project Manager at ReachOutRCA commented, 'With the Frieze Education Programme, ReachOutRCA offers young people an ambitious encounter with the art world. Working with contemporary artists both in the classroom and in the context of the art fair, young people develop their artistic passions and critical voices, presenting a unique perspective on the environment we as professionals can become used to seeing. The support of Deutsche Bank and Frieze Art Fair enables ReachOutRCA to create an alternative learning experience where inquiry, challenge and reflection are the markers of achievement for everyone involved in the programme, whether they are a beginner or a veteran.'

— End.

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For press images please visit:

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Press accreditation is open until 30 September please visit:

friezeartfair.com/press

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Editors' Notes

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.

Frieze Education is a key part of **Deutsche Bank**'s sponsorship of Frieze Art Fair, now in its seventh year. This is the fifth 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.

Weekend workshops are free and on a drop in basis from 11.30am to 5.30pm. Some places can be booked in advance for each session. Please email education@frieze.com after 1 October if you would like to book.

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 inside the fair.

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 are on sale now:

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

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