

Press Release
28 September 2010



Frieze Art Fair launches free iPhone app

Frieze is launching a free iPhone and iPad app this autumn. The company's first mobile app will be an invaluable tool for collectors, curators and general visitors to the 2010 Frieze Art Fair (14 – 17 October).

The Frieze Art Fair iPhone/iPad is sponsored by Deutsche Bank, the fair's main sponsor.

Frieze Art Fair is one of the world's most important and influential contemporary art fairs. Taking place annually in London's Regent's Park the fair regularly attracts over 60,000 visitors.

The key features of Frieze Art Fair's app include an interactive map of the fair and 'Art Finder' a comprehensive search filter enabling visitors to navigate and browse the exhibited art works on their own terms by selecting specific media and size, as well as work priced under £5,000. The 'Favourites' section will act as a notebook and give users the opportunity to keep a record of artists, galleries and events of interest at the fair.

An interactive map will help users discover exhibiting gallery information with wayfinder, a feature that will direct you from one stand to another. The app will also give quick access to all the events in the curatorial programme in and around the fair; where and how to find the auditorium, artists' cinema and bookshop plus the nearest cafes and restaurants within the fair. Fair visitors wanting to plan a fair calendar taking in Frieze Talks, Frieze Films and special events will be able to do so via their iPhones and transport their bespoke fair diaries straight to iCal.

Frieze Talks the daily programme of artists, writers and cultural commentators which takes place in the auditorium (and this year includes Thomas Demand, Susan Hiller and Wolfgang Tillmans as speakers) will be downloadable from iPhones and iPads as podcasts within 24 hours.

As well as providing vital information for navigating the fair and getting the most out of each visitor's experience the app will provide information about the current exhibitions of all the participating London galleries and key London contemporary art institutions including Tate, Whitechapel and Serpentine galleries.

Frieze Art Fair app will give information on where to eat, drink and stay whilst in London in October with some partner hotels offering preferential rates to visitors to the fair.

Matthew Slotover, co-director Frieze Art Fair commented, 'Our aim was to design an app which would be of real use to existing and new collectors as well the huge number of general visitors who come to the fair keen to see what is happening now in contemporary art across the world.'

Frieze Art Fair iPhone/iPad app was developed by weareeverywhere.co.uk.

For regular updates on Frieze Art Fair visit our website and subscribe to our email newsletter at friezeartfair.com, follow us on Twitter and facebook.

— End.

Press Contact:

Carrie Rees
Relative MO
relativemo.com
tel: + 44 (0) 20 7749 4510
carrie@relativemo.com

For press images please visit:

flickr.com/photos/friezeartpress

Press accreditation is open until 30 September please visit:

friezeartfair.com/press

Frieze Contact:

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

Editors' Notes

Everywhere is a creative digital agency, working in arts, fashion and culture. Initially founded in 2007, clients include Burberry, BBC, Frieze Art Fair, Anthony Burrill and Beatrix Ong. Creating interactive experiences that engage, Everywhere produce installations, mobile applications and websites.

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](http://seetickets.com)

Group Bookings: [+44 \(0\) 844 412 4650](http://seetickets.com)

Online Bookings: seetickets.com

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

**Main sponsor
Deutsche Bank**



Associate sponsor:

Cartier