Frieze Academy

How to...
Curate an Exhibition

7 June 2019
Carousel Marylebone, London
Book your ticket at frieze.com/academy
The role of a curator is not a one-size-fits-all. As art exhibitions become multi-sensorial experiences, **what does the role of a curator involve?** How can curators respond to challenges they face around artistic integrity, myth vs. legacy, institutional parameters and more?

Amira Gad leads us through a day of exploration, with a guest case study led by Eleanor Nairne; understand the evolving role of a curator and the exhibition landscape of today, and delve into the decision-making process around curating an exhibition. Push the boundaries of your understanding and gain hands-on insights into today’s multidimensional curator.

**What I will learn**
What the role of a curator means; how it has evolved; different approaches to curating and curation projects; ways a curator can confront and balance certain challenges; how a show created around an icon is created; your approach to, and feedback on, curating a hypothetical exhibition.

**How will I learn**
Through a mixture of formats: join us for a presentation, Q&A, group scenario, case study and workshop.

**Who should attend**
The Masterclass is suitable for all levels and all disciplines however it would be particularly useful for participants who want to understand and build on their knowledge around curating exhibitions. Gain hands-on insights into what the role entails and how successful professionals approach their work, and leave with a greater understanding of how to approach curation.

The Masterclass has been created with the whole spectrum of the creative industries in mind; from art to fashion, interiors, cultural experiences, graphic design, architecture, photography and beyond.

We work with a cross-industry approach as we believe it is important to look beyond your discipline to inspire and support your creative growth.

Spaces are limited for this Masterclass.
Introduction: Ways of Curating & Types of Curators
The role of a curator is not a one-size-fits-all. Kicking off the day, we take a comprehensive look at what ‘curator’ means; how this has emerged as a role within contemporary art; how it has evolved; the different types of curator roles, from live programmes to performance and beyond; and the different approaches to curating and curation projects.

Q&A
An open forum for questions or clarity around the role(s) of a curator.

Group Scenarios: Artistic Integrity vs. Institutional Parameters
Attendees will be provided with scenarios to think about in groups. Each group will be tasked to think about a question that curators are often confronted with in their work, such as:
- An artist has refused to have a press release or a wall text in relation to their show. How should the public institution respond to this request?
- How do you balance artistic integrity with institutional parameters?
This is a real-life series of case studies or scenarios providing insight into how a curator could handle these in the context of curating shows.

Lunch

Case Study: Breathing Life into a Legacy
When curating a show around an icon, how do you uncover and go beyond the myth without destroying the legacy?
Led by Eleanor Nairne, Curator, Barbican Art Gallery

Workshop Session: Curating an Exhibition
Attendees will form groups and work on curating an exhibition, proposing the venue, format, artist and approach for their show. This will then be presented to other groups, followed by peer-to-peer discussion and feedback on the proposed shows.

Conclusion and Final Q&A
Speakers

Amira Gad is curator of Exhibitions and Architecture at the Serpentine Galleries in London since 2014, where she has curated exhibitions of works (and edited accompanying publications) by Hito Steyerl (2019); Sondra Perry (2018); Torbjørn Rødland (2017) that traveled to the Fondazione Prada Osservatorio in Milan; Arthur Jafa (2017) that toured to the Julia Stoschek Collection where it won an AICA Award for Best Exhibition of 2018 in Germany and Galerie Rudolfinum in Prague; John Latham (2017), Zaha Hadid (2016) that toured to Hong Kong, Helen Marten (2016); Simon Denny (2015); Jimmie Durham (2015); and Lynette Yiadom-Boakye’s show (2015) that received the Sky Arts Award for visual arts, Julio Le Parc (2014) and Reiner Ruthenbeck (2014). As well as the public commission by Lee Ufan installed in Kensington Gardens in 2018. Together with Hans Ulrich Obrist, she co-curated the group exhibition Hack Space that was presented, in 2016, at the K11 Art Foundation’s pop-up space in Hong Kong and the chi K11 art museum in Shanghai. Gad also worked on Serpentine’s 2016 architecture programme that included architects Bjarke Ingels Group (BIG), Asif Khan, Kunlé Adeyemi (NLE), Yona Friedman, and Barkow Leibinger. She sat on the selection committee for Serpentine’s Pavilion commission in 2017 designed by Francis Kéré and in 2019 with a design by Junya Ishigami + Associates. She’s also on the selection committee for Serpentine’s newly launched Augmented Architecture programme.

Eleanor Nairne is Curator at the Barbican Art Gallery, London. Her recent exhibitions include Basquiat: Boom for Real (2017) and Imran Qureshi: Where the Shadows are so Deep (2016). She is currently working on a retrospective of American abstract expressionist Lee Krasner. She is a contributor to frieze and is a previous Jerwood Writer in Residence. Prior to the Barbican she was Curator of the Artangel Collection at Tate, where she organised exhibitions of work by artists including Francis Alys, Yael Bartana, Jeremy Deller, Catherine Yass and Mike Kelley.