

## Announcing Frieze Projects for The Inaugural Edition of Frieze Los Angeles

Local and international artists will create site-specific artworks responding to the backlot film set of Paramount Pictures Studios at Frieze Los Angeles 2019

Invited artists include Lisa Anne Auerbach, Eugenia P. Butler and Corazón del Sol, Sarah Cain, Catharine Czudej, Karon Davis, Cayetano Ferrer, Hannah Greely, Trulee Hall, Max Hooper Schneider, Patrick Jackson, Barbara Kruger, Paul McCarthy, Shahryar Nashat, Kori Newkirk, and Tino Sehgal

Frieze today announces the artists participating in Frieze Projects at the inaugural edition of Frieze Los Angeles, taking place at Paramount Pictures Studios and celebrating Los Angeles's position as a global arts capital. Launched with the first Frieze fair in 2003 and renowned for its bold, innovative interventions at the Frieze London and Frieze New York editions, Frieze Projects is an independently curated platform for artists to show ambitious, experimental work beyond gallery booths and outside the fair tent. At the inaugural edition of Frieze Los Angeles, artists will respond to the Paramount Pictures Studios backlot set, tangling with the dichotomy of artifice and reality in an environment built to look authentic on film. Frieze Projects Los Angeles will create an immersive art experience for visitors to explore this interplay, radically expanding the traditional art fair format and celebrating the practices of an array of local and international artists. Frieze Los Angeles will take place February 14 -17, 2019 and is supported by global lead partner Deutsche Bank.

Formerly of Los Angeles's Hammer Museum, independent curator **Ali Subotnick** invited artists to present site-specific projects that range from installation to sculpture and performance. Works will be encountered around the New York Street backlot of **Paramount Pictures Studios**, in buildings, streets, and interior spaces that have been captured countless times in films, photographs, and television shows. Activating the cinematic setting, Frieze Projects will create a disorienting atmosphere where visitors are in two places at once: an artificial New York City within Los Angeles.



Leading guests from the fair tent to the streets of the backlot film set, stickers designed by **Barbara Kruger** will prompt visitors to contemplate philosophical questions such as “Who will write the history of tears?” “Are there animals in heaven?” or “Who salutes longest?”. Inside the classic brownstone building, **Lisa Anne Auerbach** will present one-on-one counselling sessions about collecting and creativity with a “Psychic Art Advisor”. A generic domestic interior in the neighboring unit will be transformed by **Sarah Cain** into an all-encompassing painting installation that spreads from the walls to the floors and windows, and that will also feature a new stained-glass piece, as well as chocolate service, one of the artist’s vices while painting. Around the corner on a faux brick wall, **Cayetano Ferrer**’s dynamic neon piece evokes New York’s vernacular architecture and signage.

Down the street, **Karon Davis** will present **Game**, a work that explores how schools have become a place for the hunted—our children—through dramatically staged life-size sculptures. On Saturday, February 16 (12:30 pm and 2:00 p.m), Davis will also present a musical procession on the backlot in collaboration with Silverlake Conservatory of Music and White Hall Arts Academy.

Across the way, on a classic Brooklyn residential block, **Hannah Greely** will hang her paintings out to dry, on a clothesline spanning the apartment buildings. Creeping out from the drain at the bottom of the SoHo subway, **Trulee Hall**’s fluorescent serpent will snake its way in and out of windows and fire escapes, infesting the classic wrought-iron façade. In a nod to an outdated mode of broadcasting, **Kori Newkirk**’s antennae sculptures will land haphazardly across the backlot like tumbleweeds blown from the rooftops, gathering colorful detritus along the way.

In the Upper East Side space, **Tino Sehgal**’s constructed situation, ***This is competition***, will engage with the commercial activity of an art fair, as two gallerists compete to sell the artist’s work. From the theater, visitors will encounter a sub-level set for an interior domestic space, transformed by **Patrick Jackson** into a classic dark back alley—reflecting on the magic of movie-making. On a nearby sidewalk, situated like a game piece inside of an ever-changing portrait of New York City, **Catharine Czudej**’s new sculpture – a cartoon working class hero – becomes a placeholder, an idea of man from a time in America that maybe never was.

Outdoor sculptures around the backlot and studio campus will include **Paul McCarthy**'s intervention in the financial district with a monumental inflatable artwork, *Daddies Tomato Ketchup Inflatable* (2007), exhibited in Los Angeles for the first time. **Corazón del Sol** will revive her mother **Eugenia P. Butler**'s seminal project *The Kitchen Table* (1993), with a new conversation over a meal which will be screened in the lobby of the financial district skyscraper. And installed next to the backlot entrance, **Shahryar Nashat**'s marble sculpture *Mother on Wheels (Oro Grigio)* (2018) is inspired by the pedestals he encountered at New York's Frick Collection, reimagining this fundamental support structure as an autonomous matriarchal presence. Finally, inside the Gower Street entrance to the fair, **Max Hooper Schneider**'s *Female Odoobenid* (2019) exemplifies Schneider's exploration of evolution and a potential future in which humans and animals become one.

**Bettina Korek** (Executive Director, Frieze Los Angeles) said "Frieze Los Angeles celebrates the incredible and thriving arts landscape in L.A. As an extension of the fair's programming beyond the booths, Frieze Projects asks artists to respond to the Paramount urban street backlot, a stand-in for a real city and a symbol of Los Angeles's distinct and vast creative ecosystem. Frieze Projects will provoke visitors to consider the central role of art within the greater cultural landscape, and build on Frieze's history of creating experiences that engage visitors in dialogue, debate, and discovery."

**Ali Subotnick** said, "For the first edition of Frieze Los Angeles I invited artists who live, work or have histories with the city to develop projects responding to the fair's untraditional site and context. Unlike most fairs and exhibitions that take place in parks, tents, or traditional white spaces, they are forced to grapple with a land of make-believe, built to be seen on film. Each artist embraced the opportunity, and challenge, and the results are often magical and otherworldly, surreal and hyper-real, but never dull."

Frieze Los Angeles will take place February 14 to 17, 2019, featuring 70 leading galleries from Los Angeles and across the world, alongside a curated program of artist projects, films and talks. Frieze Los Angeles is led by **Victoria Siddall** (Director, Frieze Fairs) and **Bettina Korek**

(Executive Director, Frieze Los Angeles). Further details and tickets will be announced in the coming months.

To keep up-to-date on all the latest news from Frieze, sign up to our newsletter at [frieze.com](http://frieze.com), and follow @FriezeArtFair on Instagram, Twitter and Frieze Art Fairs on Facebook. #FriezeArtFair #FriezeWeek

**Frieze Projects Artists for Frieze Los Angeles 2019 (list in formation):**

***Lisa Anne Auerbach***

*Commissioned by Frieze Projects  
Presented with Gavlak*

***Eugenia P. Butler & Corazón del Sol***

*Presented with The Box*

***Sarah Cain***

*Presented with Honor Fraser*

***Catharine Czudej***

*Commissioned by Frieze Projects  
Presented with Office Baroque*

***Karon Davis***

*Commissioned by Frieze Projects  
Presented with Wilding Cran Gallery*

*On Saturday, February 16 at 12 p.m. and 2:30 p.m. Davis will present a musical procession on the backlot in collaboration with Silverlake Conservatory of Music and White Hall Arts Academy. Presented with Wilding Cran Gallery. Additional support by Champion, Converse, and Stampd.*

***Cayetano Ferrer***

*Commissioned by Frieze Projects  
Presented with Commonwealth and Council*

***Hannah Greely***

*Commissioned by Frieze Projects  
Presented with Parker Gallery*

**Trulee Hall**

*Commissioned by Frieze Projects  
Presented with Maccarone*

**Max Hooper Schneider**

*Presented with Jenny's*

**Patrick Jackson**

*Commissioned by Frieze Projects  
Presented with Ghebaly Gallery. Additional support by Pulp Art Surfaces*

**Barbara Kruger**

*Supported by Olson Visual; Presented with Sprüth Magers*

*Kruger's project, Untitled (Questions 3), will also be presented at several non-profit art spaces around Los Angeles: including 18th St. Arts Center; 5900 Wilshire Blvd.; Art + Practice; ICA Los Angeles; LACE; LAXART; Marciano Art Foundation; and The Mistake Room.*

**Paul McCarthy**

*Presented with Hauser & Wirth*

**Shahryar Nashat**

*Presented with David Kordansky Gallery*

**Kori Newkirk**

*Commissioned by Frieze Projects*

**Tino Sehgal**

*Presented with Marian Goodman Gallery, Esther Schipper & Jan Mot.  
Additional support provided by Goethe-Institut.*

**FURTHER INFORMATION**

For further information on all projects, please .

To keep up-to-date on all the latest news from Frieze, sign up to our newsletter at [frieze.com](http://frieze.com), and follow @FriezeArtFair on Instagram, Twitter and Frieze Art Fairs on Facebook. #FriezeArtFair #FriezeLA #FriezeWeek

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## Press Contacts:

California:

Third Eye

Darius Sabbaghzadeh

[hellothirdeye.com](http://hellothirdeye.com)

tel: +1 551 804 8055

[darius@hellothirdeye.com](mailto:darius@hellothirdeye.com)

US & Americas:

Resnicow & Associates

Barbara Escobar

[resnicow.com](http://resnicow.com)

tel: +1 212 671 5174

[frieze@resnicow.com](mailto:frieze@resnicow.com)

UK, Europe & ROW:

Scott & Co

Carlotta Dennis-Lovaglio

[scott-andco.com](http://scott-andco.com)

tel: + 44 (0)20 3487 0077

[carlotta@scott-andco.com](mailto:carlotta@scott-andco.com)

## Frieze Contact:

Michelangelo Bendandi

[frieze.com](http://frieze.com)

tel: +44 203 372 6111

[michelangelo.bendandi@frieze.com](mailto:michelangelo.bendandi@frieze.com)

## NOTES TO EDITORS

**Frieze** is the world's leading platform for modern and contemporary art for scholars, connoisseurs, collectors and the general public alike. Frieze comprises three magazines—**frieze**, **Frieze Masters Magazine** and **Frieze Week**— and four international art fairs—Frieze London, Frieze Masters, Frieze New York and Frieze Los Angeles. Additionally, Frieze organizes a program of special courses and lectures in London through Frieze Academy.

Frieze was founded in 1991 by Matthew Slotover and Amanda Sharp, with the launch of **frieze** magazine, the leading international magazine of contemporary art and culture. In 2003, Sharp and Slotover launched Frieze London art fair, which takes place each October in The Regent's Park, London. In 2012, they launched Frieze New York, which occurs each May in Randall's Island Park, and Frieze Masters, which coincides with Frieze London in October and is dedicated to art from ancient to modern. In 2018, Frieze announced the launch of Frieze Los Angeles, which will open February 14–17, 2019 at Paramount Pictures Studios, Los Angeles. In 2016 Frieze entered into a strategic partnership with Endeavor (formerly WME | IMG), a global leader in sport, entertainment and fashion.

**Frieze Los Angeles** is a new annual contemporary art fair, bringing together around 70 established and emerging galleries, alongside a site-specific program of talks, music and commissioned artist projects. Taking place in a bespoke structure designed by Kulapat Yantrasast, Frieze Los Angeles is led by Bettina Korek (Executive Director, Frieze Los Angeles) working with Victoria Siddall (Director, Frieze Fairs). Joining them is the newly announced curator of Frieze Talks and Music, Hamza Walker (Executive Director, LAXART), and Ali Subotnick, who will commission Frieze Projects and Frieze Film.

**Deutsche Bank** is Global Lead Partner of Frieze Los Angeles. Deutsche Bank has been supporting the work of cutting-edge, international artists and their galleries for nearly forty years and has distinguished itself as a global leader in corporate art programs. To inaugurate the first West Coast Frieze edition at the Paramount Studios, the Deutsche Bank Wealth Management lounge – with support from Deutsche Bank's Art, Culture & Sports division – will present site-based works by Southern Californian artist, Victoria Fu. Embracing the Hollywood ethos of conflating illusion and reality, Fu explores different viewing configurations from both analog and digital worlds and revels in the slippage that occurs between them. Also on view at the Deutsche Bank Artspace located at the studio's backlot, British performance artist and self-proclaimed flaneur, Tom Pope, will invite fair visitors to join the "One Square Club", hosted exclusively by the artist.

**Endeavor**, formerly WME | IMG, is a global leader in sports, entertainment and fashion operating in more than 30 countries. Named one of Fortune's 25 Most Important Private Companies, Endeavor is the parent

of a number of subsidiaries with leadership positions in their respective industries, including WME, IMG and UFC. Collectively, Endeavor specializes in talent representation and management; brand strategy, activation and licensing; media sales and distribution; and event management.

**Paramount Pictures Corporation (PPC)**, a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIAB, VIA), a leading content company with prominent and respected film, television and digital entertainment brands. Paramount controls a collection of some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, Paramount Television, Paramount Players, MTV Films, and Nickelodeon Movies. PPC operations also include Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

## **Directors and Curators**

**Bettina Korek**: Executive Director of Frieze Los Angeles. Korek is also founder of ForYourArt, a Los Angeles-based organization that produces projects with artists, promotes information about exhibitions and events, and works with diverse stakeholders to encourage patronage, engagement and collaboration. ForYourArt produced the Participating Gallery program for both of the Getty's Pacific Standard Time 2012 and 2017 initiatives. ForYourArt's role as liaison connecting different corners of the art world inspired artist John Baldessari to describe the organization as "special and unique because it is a neutral space." ForYourArt has published a trusted free art guide to Los Angeles for over 10 years. ForYourArt is developing a report on the state of arts patronage. Korek is a member of the of the Los Angeles County Arts Commission.

**Victoria Siddall** oversees all Frieze Fairs. She has worked for Frieze since 2004 and launched Frieze Masters in 2012. In November 2014 Siddall was appointed Director of Frieze London (from 2015) and Director of Frieze New York (from 2016), in addition to her existing position as Director of Frieze Masters. Siddall is also Chair of Studio Voltaire's board of trustees.

**Ali Subotnick** is an independent curator. She was Curator at the Hammer Museum in Los Angeles for over ten years, where she organized the exhibitions "UH-OH: Frances Stark 1991 – 2015," "The Afghan Carpet Project" (both 2015), "Mark Leckey: On Pleasure Bent," "LLYN FOULKES"



(both 2013), and “Nine Lives: Visionary Artists from L.A.” (2009), among others. For one weekend in July 2012, she organized the first and only Venice Beach Biennial, a weekend exhibition/event on the Venice Beach Boardwalk, which was a collateral event to “Made in L.A. 2012” (which she co-curated). She also organized over 20 Hammer Projects solo exhibitions, many debut American institutional exhibitions for the artist. In 2006, along with her frequent collaborators, artist Maurizio Cattelan and curator Massimiliano Gioni (together they created the alternative, small scale, non-profit space, The Wrong Gallery and Charley magazine), she co-curated “Of Mice and Men”, the fourth Berlin Biennial for contemporary art.