

## Frieze Announces New Contemporary Fair in Los Angeles to Launch in February 2019

**Bettina Korek Appointed Executive Director of Frieze LA;  
Ali Subotnick Appointed Curator**

Frieze today announces the launch of a new annual contemporary art fair in Los Angeles, presented at **Paramount Pictures Studios**. Premiering **February 14 –17, 2019**, Frieze LA will join Frieze New York, Frieze London and Frieze Masters on the international art world calendar, reflecting Los Angeles' position as a global arts capital. Frieze has appointed **Bettina Korek** as the fair's Executive Director, working with **Victoria Siddall**, Director of Frieze Fairs to launch the inaugural edition of Frieze LA. In addition, curator **Ali Subotnick** will oversee a site-specific program of artist projects and film at the fair. Frieze New York and Frieze LA will together present a unified voice for Frieze in the Americas.

“So many great artists and writers have lived and worked in Los Angeles, a city with an incredibly rich landscape of museums, galleries and art schools which play a pivotal role in the international art world. Frieze LA will add an exciting new dimension to this thriving cultural scene,” stated Victoria Siddall. “Frieze is in a unique position to create a successful fair in LA because of our experience in London and New York and our partnership with Endeavor, who have deep roots in LA and will work with us to bring a fantastic audience to the fair. As with all our fairs, Frieze LA will be at the heart of a dynamic week during which international collectors, curators and artists will come together to engage with and appreciate the city and everything that makes it great.”

Frieze LA will bring together around 60 of the most significant and forward-thinking galleries from across the city and around the world at Paramount Pictures Studios, a historic studio lot located in Hollywood. Presented in a bespoke structure designed by **Kulapat Yantrasast** of **wHY**, the program will celebrate the exceptionally dynamic and diverse culture of Los Angeles and its global contributions to the visual arts.

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Frieze has appointed Bettina Korek as Executive Director for Frieze LA. Korek brings more than 15 years of art world experience as an arts advocate, writer, and founder of ForYourArt. A native of Los Angeles, she has organized the Participating Gallery program for the Getty's Pacific Standard Time initiatives and is a member of the Los Angeles County Arts Commission.

In addition, Los Angeles-based curator Ali Subotnick will oversee a site-specific program of artist projects and film at the fair. Formerly Curator at the Hammer Museum (Los Angeles), where she is currently Adjunct Curator, Subotnick also co-curated the inaugural edition of the Hammer's biennial exhibition *Made in LA* (2012).

Participating galleries, programs and further curators will be announced later this year.

## **Further Information**

Frieze LA will take place February 14–17, 2019. The next Frieze fair will be Frieze New York, taking place May 4–6 2018, with Preview Days on May 2 and May 3.

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 Facebook. #FriezeArtFair #FriezeWeek

— End.

## **Editors Notes**

**Bettina Korek** is founder of ForYourArt, a Los Angeles-based organization that produces projects with artists, promotes information about exhibitions and events, and works with diverse stakeholders—from artists and institutions to civic entities and brands—to encourage new forms of patronage, engagement and collaboration. 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.” Each week, ForYourArt publishes a trusted free art guide to Los Angeles. This fall ForYourArt will release a report on the state of arts patronage. Over the last decade, Korek has provided consulting services on public art initiatives, programming and cultural tourism. Korek has organized the Participating Gallery program for the Getty's Pacific Standard Time initiative. Korek is currently the Immediate Past President of the Los Angeles County Arts Commission and served on the Board of Governors

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of the Natural History Museum from 2005–2009. She is also the special projects editor at *Surface* magazine. She has a BA in Art and Archaeology from Princeton University.

**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. She is currently working on independent projects and serves as Adjunct Curator at the Hammer Museum.

**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.

**Kulapat Yantrasast** is Founding Partner and Creative Director of **wHY**, an interdisciplinary design practice dedicated to serving the arts, communities, culture and the environment. Born in Bangkok, Thailand, where he graduated with honors from Chulalongkorn University (1990), Kulapat received both his M.Arch. and Ph.D. degrees in Architecture from the University of Tokyo (1993/1996), under a Japanese Government scholarship. Upon graduating, Kulapat worked as Tadao Ando’s close associate for eight years in Japan. In 2012, he was named one of the art world’s 100 Most Powerful People; in 2009, Kulapat was the first architect to receive the Silpathorn Award for Design from Thailand’s Ministry of Culture. He is a frequent public speaker at leading institutions and has served on the Artists’ Committee of the Americans for the Arts (the United States’ oldest organization for support of the arts in the society) since 2005; he is an active member of the Design Council for Collective Design.

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In 2015, he was appointed a board member of the Pulitzer Arts Foundation.

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

**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.

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