

## Silvia Lara Wins the Inaugural Deutsche Bank Frieze Los Angeles Film Award 2020

Frieze and Deutsche Bank are delighted to announce **Silvia Lara** as the winner of the inaugural **Deutsche Bank Frieze Los Angeles Film Award**. Lara was presented with the award this evening at a special reception. Realized in partnership with the celebrated non-profit film academy **Ghetto Film School (GFS)**, the newly established award supports emerging, Los Angeles-based filmmakers aged 20 – 34 years old. **Frieze Los Angeles** takes place 14 – 16 February at **Paramount Pictures Studios** in Hollywood and brings together over 70 galleries from around the world.

Lara was selected as the first recipient of the \$10,000 prize by a jury of leading figures in contemporary art and entertainment including **Doug Aitken, Shari Frilot, Jeremy Kagan, Sam Taylor Johnson** and **Hamza Walker**. All 10 shortlisted fellows' films will be screened daily at the Paramount Pictures Theatre throughout the duration of Frieze Los Angeles 2020.

Entitled 'Beauty Never Lost,' Lara's short film was created during an intensive three-month program at GFS. The two-and-a-half-minute picture encompasses a series of vignettes depicting a heightened reality that capture the essence of life in Whittier, California through the perspective of its residents.

**Silvia Lara** said: 'I began as a writer and photographer but even as a writer I always hoped to one day see my ideas on screen. It took some time but I eventually learned that there was such a thing as cinematography and that it would prove to be a harmonious union between my two passions: storytelling and creating images.'



**Sharese Bullock-Bailey** (Chief Strategy and Partnerships Officer, Ghetto Film School) said: 'We are so proud of Silvia Lara and her stunningly authentic film 'Beauty Never Lost'. Silvia has received the inaugural Deutsche Bank Frieze Los Angeles Film Award after completing our bespoke Ghetto Film School Frieze LA training where she utilized her intrinsic skill of storytelling to create a film that reflects the city's cultural essence and legacy of creative community with illuminating perspective.'

**Claudio de Sanctis** (Global Head of Deutsche Bank Wealth Management) said: 'The Deutsche Bank Frieze Los Angeles Film Award is an exciting step in our partnership with Frieze. Many congratulations to Silvia Lara for winning – the entries were all outstanding so it was an extremely tough choice. Supporting aspiring artists like these emerging film-makers is a great way for Deutsche Bank to have a positive impact in the communities where we operate.'

Deutsche Bank is the global lead partner for Frieze Los Angeles continuing a shared commitment to supporting artistic excellence.

## **FURTHER INFORMATION**

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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## Frieze Los Angeles 2020 Opening Hours

Thursday Preview, February 13 (invitation only)

Friday Preview & Private View, February 14

Saturday, February 15

Sunday, February 16

## Notes to Editors

## Directors & Curators

**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.

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 launched Frieze Los Angeles, which opened February 14–17, 2019 at Paramount Pictures Studios, Los Angeles. In 2016, Frieze entered into a strategic partnership with Endeavor a global entertainment, sports and content company.

**Endeavor** is a global entertainment, sports and content company, home to the world's most dynamic and engaging storytellers, brands, live events and experiences. The company is comprised of industry leaders including entertainment agency WME; sports, fashion, events and media company IMG; and premier mixed martial arts organization UFC. The Endeavor network specializes in talent representation; marketing and licensing; content development, distribution and sales; event management; and a number of direct-to-consumer offerings.

**Deutsche Bank** is proud to be the Global Lead Partner of Frieze Art Fairs for the 17th consecutive year. At the second edition of Frieze Los Angeles the bank is launching a new initiative with Frieze, entitled Deutsche Bank Frieze Los Angeles Film Award, which will support upcoming filmmakers in the city. The shortlisted 'fellows' work will be showcased in the Deutsche Bank Wealth Management lounge at the fair and the winner will be announced in a special ceremony in the Paramount Theatre on preview day of Frieze Los Angeles.

Deutsche Bank's continuing and developing partnership with Frieze illustrates its commitment to encouraging excellence and new artistic talents from around the world. The bank has been supporting the work of cutting-edge, international artists and their galleries for 40 years and has distinguished itself as a global leader in the corporate art programs that are part of the bank's Art, Culture and Sports department. Other examples of Deutsche Bank's commitment to making a positive impact

through art, culture and sports are its 30-year global partnership with the Berlin Philharmonic and its program at the 'Palais Populaire', the bank's dedicated cultural centre in the heart of Berlin.

Deutsche Bank is Germany's leading bank, with a strong position in Europe and a significant presence in the Americas and Asia Pacific. It provides commercial and investment banking, retail banking, transaction banking and asset and wealth management products and services to corporations, governments, institutional investors, small and medium sized businesses, and private individuals.

**Ghetto Film School (GFS)** is an award-winning non-profit founded in 2000 to educate, develop and celebrate the next generation of great American storytellers. With locations in New York City, Los Angeles and London, GFS is the most elite and inclusive film academy in the world, equipping students for top universities and careers in the creative industries through two tracks: an introductory education program for high school students and early-career support for alumni and young professionals. GFS annually serves over 6,000 individuals, 14-34 years of age.

**Paramount Pictures Corporation (PPC)**, a global producer and distributor of filmed entertainment, is a unit of ViacomCBS (NASDAQ: VIAC; VIACA), 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, and Paramount Players. PPC operations also include Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

**Sharese Bullock- Bailey** is the Chief Strategy and Partnerships Officer for Ghetto Film School. Sharese has funded, distributed, and curated independent media globally for the past 14 years. She has led service and international education programs in over 20 countries, including

filmmaking exchanges for young producers and educators throughout the UK and India. Sharese received a BA in Communications at The University of Pennsylvania, then participated in the Financial Analyst program at Goldman Sachs. She also served as a Teach For America Corps Member, earning a M.S. in Education while teaching in her hometown of Brownsville, Brooklyn.

Sharese is an Emmy-nominated producer and recently served as Director of Tribeca Teaches at Tribeca Film Institute. Sharese was selected by the Ford Foundation as a 2015 Rockwood JustFilms Fellow and as a 2016 New York Community Trust Leadership Fellow. Sharese is an Executive Board Member of ITVS (Independent Television Service).

**Shari Frilot** is Senior Programmer of Sundance Film Festival, having joined the programming team in 1998, and currently focuses on American and World Cinema dramatic features, as well as films that experiment and push the boundaries of conventional storytelling. She is also the Chief Curator and driving creative force behind New Frontier at Sundance, a program highlighting work that expands cinema culture through the convergence of film, art and new media technology.

As Co-Director of Programming for Outfest from 1998-2001, she founded the Platinum section, which introduced cinematic installation and performance to the festival. From 1993-1996, Frilot served as Festival Director of MIX: The New York Experimental Lesbian & Gay Film Festival. During that time, she also co-founded the first gay Latin American film festivals, MIX BRASIL and MIX MÉXICO. Shari is a filmmaker and recipient of multiple grants from institutions including the Ford Foundation and the Rockefeller Media Arts Foundation. She is a graduate of Harvard/Radcliffe & the Whitney Museum Independent Study Program.

**Silvia Lara** is a filmmaker born in Chihuahua, Mexico and raised back and forth in both Mexico and Whittier, a city within Los Angeles county that borders Orange County. Narrative filmmaking is Lara's forte, in her

work, she strives to visually map the ebbs and flows in emotion and tone provided by a story in order to depict as honest a portrayal of the human condition as possible. Her complete body of work includes narrative, music video, documentary, commercial and experimental projects in a variety of formats.

**Claudio de Sanctis** is Global Head of Deutsche Bank Wealth Management. He is also Chief Country Officer for Switzerland. He joined the bank in December 2018.