

FRIEZE VIEWING ROOM

Frieze New York
Press Release
April 14, 2020

Frieze Viewing Room to Launch with Frieze New York 2020

- Over 200 galleries from across the globe will present major works by established and emerging artists in a virtual gallery space
- Frieze Viewing Room to feature Frieze New York's curated sections, as well as special presentations by Collective Design and Acute Art
- Using augmented reality (AR) technology, the Frieze Viewing Room gives users the ability to view artworks in their own space

Today Frieze reveals details of the debut of **Frieze Viewing Room**, an ambitious new digital initiative that will launch with an online edition of Frieze New York. The mobile app and web-based platform will be live **May 8–15, 2020**, with an invitation-only preview **May 6–7**, and will offer visitors the opportunity to enter over 200 virtual viewing room spaces. **Frieze Viewing Room** builds on Frieze's longstanding commitment to expanding and diversifying audiences by connecting galleries, artists, curators and collectors from around the world. The launch edition of the Frieze Viewing Room is supported by global lead partner Deutsche Bank, continuing a shared commitment to artistic excellence.

The inaugural edition of Frieze Viewing Room will showcase an extraordinary cross-section of artwork, from today's most exciting emerging artists to pioneering figures of the 20th century. With the use of augmented reality (AR) technology, the Viewing Room will offer users the ability to virtually view artworks, such as paintings or photographs, to-scale and upon their own walls.

The venture will present artworks intended to be shown at Frieze New York 2020 as well as digital versions of the fair's curated gallery sections:

- **Spotlight** is a showcase of solo exhibitions of work by pioneering figures of the 20th century and is curated by **Laura Hoptman** (Executive Director of the Drawing Center, New York).



- **Frame** is dedicated to solo artist projects presented by emerging galleries that have been active for 10 years or less and, for the first time, is overseen by **Laura McLean-Ferris** (Swiss Institute, New York) and gallerist **Olivia Barrett** (Château Shatto, Los Angeles).
- **Focus** is dedicated to exhibitors that have been operating for 15 years or less and whose programs represent the vanguard of contemporary art.
- **Diálogos** is a celebration of Latin American, Latino, LatinX Artists. **Rodrigo Moura** (Chief Curator, El Museo del Barrio, New York) joins returning curators **Patrick Charpenel** (Director, El Museo del Barrio, New York) and **Susanna V. Temkin** (Curator, El Museo del Barrio, New York).
- **Chicago Tribute** is an homage to the pioneering women artists of Chicago, commemorating the 100th anniversary of the ratification of women's right to vote. Curated by **Julie Rodrigues Widholm** (Director and Chief Curator, DePaul Art Museum), who was recently named 'Chicagoan of the Year' by the Chicago Tribune.

Visitors will also have the opportunity to explore Frieze New York's feature exhibitions, including design objects curated by **Libby Sellers** in collaboration with **Collective Design**, and a presentation by **Daniel Birnbaum** and **Acute Art**.

Loring Randolph, Director of Frieze New York, said: 'We are so thrilled to unveil the first edition of Frieze Viewing Room by showcasing Frieze New York 2020. It was always intended that this initiative would debut alongside this year's edition of Frieze New York, and under our current circumstances, our launch has become even more timely. Visitors to the platform will find this year's exciting programming, including our sections that highlight artists of Latin descent and female artists of Chicago, and our curated presentations with Collective Design and Acute Art. While the Viewing Room could never replace the meaningful connections that come from being with each other physically or experiencing an artwork in person, I hope that this digital version of Frieze New York will inspire our community to come together in the same way our fair does - in support of artists, galleries and non-profits from around the world.'

Victoria Siddall, Global Director of Frieze fairs added: 'Our original aim in developing Frieze Viewing Room, when we embarked on this more than six months ago, was to create an online platform that would support and celebrate galleries at every level and engage the same audiences we bring to our fairs. We are now delighted to use this initiative to showcase

the galleries who would have been at Frieze New York and the works they would have shown there – the quality of work will match that of our fairs and the curated content will be innovatively presented in this new sphere. For the future, we are excited to see how this initiative can expand the potential of our support for galleries and artists.’

Galleries will be able to add up to 30 artworks to their digital space on Frieze Viewing Room alongside video and text, to share information about their featured works and artists. Each two-dimensional wall-based work featured on the platform can be viewed to-scale in a virtual viewing room space and in full-screen detail. Three-dimensional works, including sculptures and installations, will be able to be viewed as images or videos that move a viewer around each work. Video artworks will also be able to be uploaded. Visitors will be able to search for works by artist, price, medium, gallery and section, amongst other fields, and browse the galleries high-resolution images and videos, to learn more about each piece or artist and and make enquiries directly to the gallery.

FURTHER INFORMATION

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

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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.

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.

Biographies

Loring Randolph is the Director of Frieze New York, overseeing Frieze's relationships with galleries, institutions, and patrons in the Americas, and the artistic programming, strategy and direction of Frieze New York. She launched Frieze Sculpture at Rockefeller Center in 2019, and with Tom Laidlaw Head of Digital and Audience at Frieze, the Frieze Viewing Room in 2020. Randolph heads up the team behind Frieze fairs in New York and represents the organization as a Director internationally. Previously she worked with Casey Kaplan as the partner of the eponymous gallery.

Victoria Siddall oversees all Frieze fairs in her role as Global Director. She has worked with Frieze since 2004 and was Head of Development before she launched Frieze Masters in London in 2012. In November 2014 Siddall was appointed Director of all Frieze Fairs,

taking over the running of Frieze London, Frieze New York and now Frieze Los Angeles, in addition to Frieze Masters. Siddall is also Chair of the board of trustees of Studio Voltaire, a non-profit gallery and artist studio complex in south London.

Partners

Deutsche Bank is the Global Lead Partner for Frieze Art Fairs and 2020 will be the 17th consecutive year they have supported the fair in a partnership that has strengthened and developed over that time.

Deutsche Bank has been supporting the work of cutting-edge, international artists for 40 years and has distinguished itself as a global leader in corporate art programs that are part of the Bank's Art, Culture & Sports commitment. Deutsche Bank believes that engagement with art has a positive impact, not only on clients, visitors and staff but also on the communities in which the bank operates.

2020 celebrates not only 150 years of Deutsche Bank, but also 40 years of its commitment to collecting contemporary art and showcasing exciting new talents.

Deutsche Bank is Germany's leading bank, with a strong presence 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.