FRIEZE STUDIOS
ACCESS, ELEVATE, INSPIRE
Established in 2017, Frieze Studios is the art-focused creative consultancy from Frieze, a pioneering force in contemporary art and culture for over three decades.

Our mission is to enable our clients and partners to access the dynamic landscape of contemporary art and harness its unique value to develop and grow their audiences.

With a holistic approach to creative excellence, Frieze Studios elevates brands through meaningful engagement with the arts, from the planning and production of compelling content to the creation of visionary artist projects and strategic cultural initiatives.
As a full-service creative consultancy, Frieze Studios works through:

Creative direction
Custom editorial
Bespoke publishing
Digital content
Artist-led activations
Talent collaborations
Product partnerships
Out of home commissions
Live events
Cultural initiatives
Client cultivation
Development workshops
Arts strategy
STRATEGY
CARVING A PATH THROUGH THE ART WORLD

How do you create a meaningful, lasting alignment with art? Demonstrating commitment and real understanding creates authority that cuts through.

Frieze Studios can offer advice at every stage of an art-centric strategy, for all types of organisations – from local non-profits to national institutions to global brands.
1. WHAT WE ARE

2. WHAT WE DO

3. WHAT WE HAVE DONE

4. WHO WE ARE

FRIEZE STUDIOS

Leading Development Workshops

Client Events & Cultivation

Launching Cultural Initiatives

Educational Programmes
ACTIVATIONS
CREATING EXPERIENCES BEYOND BOUNDARIES

How do you create unforgettable moments of engagement? Whenever and wherever they take place, artist-led commissions and events can forge indelible impressions on their viewers, generating powerful buzz and press that builds lasting reputation.

From bespoke art commissions and curated exhibitions to awards and funds, unique live events and public space interventions, Frieze Studios creates must-see moments aligned with the global art calendar— including the Frieze fairs in Los Angeles, New York, London and Seoul, and beyond—offering year around engagement and dialogue internationally.
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FRIEZE STUDIOS

Live Events

Public Artworks

Special Commissions

In Person Experiences
CONTENT
CRAFTING NARRATIVES THAT RESONATE

How do you tell a story that gets heard? Highly discerning, cultural audiences value intrigue, authenticity and above all expertise. Frieze Studios excels in creating content that embodies these values and captures these audiences’ attention to leave a lasting impact.

Through custom editorial, bespoke print publications, editorial consultancy, digital content and exclusive events, we can convey sometimes complex narratives in which messaging subtly and effectively registers. Our knowledge in content creation ensures a seamless alignment between our clients’ aspirations and relevant aspects of the current artistic discourse.
FRIEZE STUDIOS

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Custom Editorial & Bespoke Publishing

Campaigns & Promotional Content

Podcasts & Digital Content

NOW & NEXT
Dialogues between Established and Emerging Korean Artists

Video Series
Since its founding, Frieze Studios has collaborated with a diverse array of clients, ranging from household brands to local and global institutions. Together, we have crafted distinctive projects to celebrate art and empower artists. These endeavors have brought our partners and sponsors closer to their audiences and have fostered meaningful connections within creative communities.
Art: LIVE
STRATEGY / EDUCATIONAL PROGRAMMES

For Deutsche Bank Wealth Management, Studios developed a new informational content series explaining the workings of the art world through reports from the Frieze Fairs, featuring accessible insight and expert interviews. The series reaches corporate clients and public audiences through mass platforms like YouTube.

Letha Wilson for Mackage
CREATIVE DIRECTION

Studios worked with artist Letha Wilson to respond to Mackage's environmental focus with a multi-part presentation of artworks in stores across NYC and Paris. The out of home campaign included window displays which changed seasonally, creating multiple points of access to the Canadian luxury outerwear brand.
Francesca Di Mattio for American Express

**ACTIVATIONS / IN PERSON EXPERIENCES**

With the task of providing a money-can’t-buy experience for American Express cardholders in town for Frieze, Studios worked with artist Francesca di Mattio. The day started with a guided visit to her New York home studio and ended with a dinner with custom-made ceramics and table scaping at the famous Hotel Chelsea, inclusive of takeaways by the artist herself.

Frieze Artist Award Seoul, supported by Bulgari

**ACTIVATIONS / CULTURAL INITIATIVES, IN PERSON EXPERIENCES**

The respected Frieze Artist Award initiative was brought to Frieze Seoul with an eye-catching new sculptural commission at the fair, supported by Bulgari. Bulgari enjoyed visible association with new artistic talent and a special private event with the artist for VICs.
Amalia Ulman for Birkenstock 1774

ACTIVATIONS / SPECIAL COMMISSIONS

To mark the launch of a new capsule collection, artist and film director Amalia Ulman channeled a signature brand colour into an interactive iteration of one of her projects. Presented at Frieze Los Angeles in the back lot of Paramount Studios, the piece incorporated a selfie-booth and drew visits from A-list celebrities and coverage in international editions of Vogue.

Art of Conversation

STRATEGY / CLIENT CULTIVATION

For Deutsche Bank’s clientele, Studios devised and organised a series of exclusive in person events, featuring accessible discussions with art world insiders and top-level entertainment in impressive, hard to access locations: from a private Palazzo in Venice to a museum in Singapore. The series launch was covered in the Financial Times.
John Booth, Joy DiMiessi and Rose Pilkington for LIFEWTR

PRODUCT PARTNERSHIPS

To bring this new PepsiCo product to a creative audience, Studios partnered with emerging London-based artists and designers to create eye-catching designs on LIFEWTR’s bottles.

CAS Rapid Response Fund

CREATIVE DIRECTION

Working with longstanding fair partner Contemporary Art Society (CAS), Studios developed the concept and led the execution of a new social campaign to promote CAS’s flagship national COVID-19 initiative. The campaign raised over £170,000 in donations to support regional UK art institutions during lockdown.
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FRIEZE STUDIOS

For the sixth edition of the joint initiative with BMW, a newly commissioned artist film by Sara Sadik took over the public facade of London’s legendary music venue, KOKO in Camden. Produced by Studios and on for the duration of Frieze Week, the work reached thousands of viewers of specialists, culturally curious and the general public, including those attending Frieze Music.

Sara Sadik for BMW Open Work

ACTIVATIONS / PUBLIC ARTWORKS

Chanel ‘Now and Next’

STRATEGY / CULTURAL INITIATIVES

To reach VICs and mass audiences alike, Studios developed a new lead cultural offering for Chanel’s Korean arm. Translating Chanel’s global arts strategy into a resonant local package, Studios paired established artists and the next generation, in content for wide reach and intimate live events for VICs and art world VIPs. The initiative garnered international press and cemented Chanel as a leading brand in the new Frieze Week Seoul.

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Laure Prouvost for Poiret x Oui Grow

ACTIVATIONS / SPECIAL COMMISSIONS

To grow the Korean-based, French-heritage luxury brand internationally, a collaboration with the Turner Prize-winning Laure Prouvost saw Poiret Lounges at Frieze fairs become pop-ups of Oui Grow, the artist's charitable initiative supporting planting in urban centres. Innovative programming included seedpacket giveaways, unique works for sale and performances by opera sung to plants.

Getty PST 2024: Art & Science Collide global programme

ACTIVATIONS / IN PERSON EXPERIENCES

Studios has teamed with Getty to orchestrate an expansive 4-day VIP programme hosted in Los Angeles to celebrate the opening of PST ART: Art & Science Collide. To promote Getty's PST ART to an international audience ahead of its opening, new artist commissions were unveiled in London and Seoul during Frieze fairs, leading to an in-person engagement programme spanning dozens of VIP and public events.
Breguet at West Bund Art and Design

ACTIVATIONS / SPECIAL COMMISSIONS

Expanding on its collaboration with curator Somi Sim beyond Frieze fairs, Studios led luxury watchmaker Breguet into its debut lounge presence at Shanghai's West Bund Art and Design fair. Shanghai and LA based architectural collective PAO were commissioned to develop a curated, interactive display installation that showcased the brand's heritage playfully, the commission enabled engagement with the brand's history and multiple high value sales throughout the week, with tens of thousands of visitors.

Versace Frieze Week Party

ACTIVATIONS / LIVE EVENTS

Bringing together the star clout of Versace with the art credentials of Frieze, Studios produced an ultra-exclusive party at Toklas in London during Frieze Week which was the talk of the week and drew coverage from major international media.
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Frieze and The OWO Sculpture Commission

ACTIVATIONS / PUBLIC ARTWORKS

Working with the team at Raffles London, Studios launched an open call for a bold proposal to create a new installation for the first international branch of the hotel, housed within The OWO. Working to neutralise some of the negative historic associations of the military site, the final commission by Saad Qureshi both celebrated diversity and complimented the design and heritage of the Concierge Lobby.

Frieze Music, in partnership with BMW

ACTIVATIONS / LIVE EVENTS

Emerging musicians on the cusp of mainstream success and recognised industry stars present concerts during Frieze fair week around the world. Content and intimate VIP hosting extend and deepen the association between the sponsor and musical artistry. Past performers include: Loyle Carner, Self Esteem, Empress Of, Caroline Polachek, Moses Sumney and Nilufer Yanya.
Prada Mode
STRATEGY / CLIENT EVENTS & CULTIVATION

In consultation with global and regional Prada teams, Studios programs and produces outstanding panels with artists and cultural commentators in stores that take place during Frieze fair week. Events have drawn leading curators, media, UHNW collectors to Prada stores and created engagement points with Prada’s VICs.

LIFEWTR Sculpture Prize
STRATEGY / CULTURAL INITIATIVES

In collaboration with PepsiCo, Studios developed and produced a first of its kind sculptural commission contest for Rockefeller Plaza. The winning commission by Beatriz Cortez underscored commitments to diverse narratives, platforming an emerging artist while addressing environmental concerns.
Working with the prestigious Aspen Art Museum, Studios created a bespoke publication that showcases the AAM’s programme, communicates its values as an institution with artists and its centre, and connects with the Aspen community. Featuring highly credible artists, glamorous art patrons, through provoking long reads and practical information, the publication has increased engagement between the AAM and its audiences, especially around its tentpole Aspen Art Week gala, where the 2023 auction showcased in magazine raised $3.8 million for the Museum’s programme.
Frieze Week Magazine

CONTENT / CUSTOM EDITORIAL

The definitive companion to Frieze fairs and distributed to thousands of VIPs and visitors on-site and across town, Frieze Week offers a host of options for custom editorial, from luxurious visual treatments, brand collaborations and dedicated features.
'Now and Next', in collaboration with Chanel, translates the house’s support of ‘what’s to come’, by joining leading established Korean artists in conversation with emerging figures of the next generation.
Marking Stone Island’s groundbreaking support as Global Partner of the Focus sections at Frieze fairs, the series sees young art insiders lead viewers on informal, accessible tours of the Focus section, connecting with artists, gallerists and artworks in a deeply personal, sometimes irreverent style.
Launching the Paris-based international arts foundation, three artists from the first cohort of residents at Art Explora’s space at Cité International Des Arts showcase their practice and share what time spent in the city means for their work.
Jo Malone London: A Year of Gifts
CONTENT / VIDEO SERIES

Created for Jo Malone London, ‘A Year of Gifts’ traced a calendar of celebrations from Korea’s Chuseok to Diwali’s ‘festival of lights’, exploring the relationship between tradition, gift-giving and creativity.
In 2023, Frieze Studios’ content was viewed by more than 1 million users on Frieze.com
Selected Clients

- Getty
- Deutsche Bank
- CHANEL
- Acne Studios
- Kulturkreis der deutschen Wirtschaft im BDI e.V.
- BMW
- PRADA
- dunhill
- Aspen Art Museum
- HAUSER & WIRTH
- BVLGARI
- DOBEL TEQUILA
- THE BOX
- LG OLED
- STONE ISLAND
- Breguet
- ART EXPLORA
- AMERICAN EXPRESS
- JO MALONE LONDON
- Ruinart
Frieze Studios brings together a wealth of experience from across the art and cultural sector in the UK and internationally, combining curatorial, editorial, production and media expertise, allied to the internal resources of Frieze, an Endeavor company.
ARIANNA TRABUIO

Arianna Trabuio has experience working in publishing, research and logistics in Belgium, China and the UK. Before joining Frieze in 2019 as Publishing Operations Trainee, she completed a MA in International Relations and held the position of Junior Researcher at the European Institute for Asian Studies, a not-for-profit research centre. During her time at Frieze, she has supported the production and circulation of frieze and Frieze Week magazine. She joined Frieze Studios as Content Production Assistant in 2021 to produce digital content and events for consumer brands, partners and institutions.

CHRIS WAYWELL

Before joining Frieze Studios in 2023, Chris Waywell was Deputy Editor of Time Out London and headed its award-winning production team as Chief Subeditor. He has been Deputy Editor of housing charity Shelter’s magazine Here, Contributing Editor for Channel 4’s ‘UK Tribes’ project and consultant for the Barbican and British Library, among others. His writing has appeared in art-and-football magazine OOF and in 2022 he co-founded Substack The Metropolitan, which received a ‘Featured Publication’ accolade in both its first and second years. He is currently working on a new Cold War-culture zine, Weak Squash.

ERIKA KIM

Erika Kim has previous experience working across art, fashion and advertising in New York, Berlin and London. Prior to joining Frieze in 2022, Erika had recently completed her Master in Science in Digital Anthropology at University College London after working as a Creative Account and Project Management Associate at Digitas New York. She previously worked on editorial and production for three publications spanning the art and fashion realm—sleek magazine, V Magazine and Highsnobiety.

FRANCESCA GIRELLI

With two decades of experience in the arts, Francesca Girelli has held positions in auction houses, world renowned museums, and not-for-profit organisations. While living in China (2011-2016), she was a Curator at ArtHub, a not-for-profit platform devoted to the creation of contemporary art through strategic collaborations between local and international institutions and corporate players. She has worked on research projects at the Victoria and Albert Museum in London, and was an Associate Editor of Kaleidoscope magazine, joining Frieze in 2018 as the Managing Editor of frieze magazine. She has led Frieze Studios since 2021.
SHERIE SITAUZE
Sherie Sitauze is an artist working with moving-image. In an artistic capacity she has worked with several institutions in the UK and internationally such as Singapore Art Museum (SAM), West Dean Foundation, Exeter Phoenix and many others. In a professional context, she has held roles at Eastside Projects, Birmingham supporting their EOP and gallery programming and Goldsmiths Centre of Contemporary Art supporting their institutional and educational programming alongside the day-to-day operations of the gallery. In 2022 she joined Frieze as the Studios Assistant for Frieze Studios.

MATTHEW MCLEAN
After working in the publishing industry, Matthew McLean joined Frieze in 2012, and has held roles at the company across programming, partnerships, communications and editorial. In 2016-17 he was Co-Curator of Frieze Talks with Lydia Lee, and since 2016 has been Editor of Frieze Week magazine. He has contributed writing to numerous international art and lifestyle publications, artists publications, and given talks at organisations including the ICA, London, IKON, Birmingham and Talking Galleries, New York. He holds Masters degrees from the University of Oxford and the Courtauld Institute of Art.

MARINA LA VERGHETTA
Marina holds a decade of experience in the curatorial and artistic production realms at an international level. During her time at Beyond Entropy Limited, Marina produced two national pavilions at the 14th Architecture Biennale in Venice, including the publication of the accompanying catalogue for Ilha de São Jorge. Before joining Frieze Studios as Producer in 2020, Marina worked at the Fiorucci Art Trust managing the collection of its founder as well producing events and exhibitions, including five editions of Volcano Extravaganza, held annually on the island of Stromboli. She has been Creative Producer since 2022.

RACHEL CUNNINGHAM CLARK
Spending over a decade in creative production, Rachel Cunningham Clark has worked closely with artists to deliver new projects in museum, gallery, and site-specific contexts, including the development of ambitious early projects in dialogue with now well-established names including Heather Phillipson, Jon Rafman and Donna Huanca. As Producer at Forma Arts, she supported the inaugural Frieze Artist Award, the creation of new work for the Victoria and Albert Museum and the launch of London Borough of Culture, as well as producing experimental arts programming independently. She joined Frieze Studios in 2022, leading on the delivery of diverse year-long partnership programming, curated one-off events and bespoke artist commissions.
THANK YOU