



Spartacus Chetwynd *The Snail Race* (2008)



Matthew Darbyshire *Blades House* (2008)



Gabriel Kuri *Items in Care of Items* (2008)



Shahryar Nashat *Today* (2010)



Annika Ström *I am a better artist than I deserve* (2005)



Jeffrey Vallance *One Cook Island Dollar* (1984)

Frieze Projects

Frieze Projects is a programme of artists' commissions realised annually at Frieze Art Fair. It is curated by Sarah McCrory and includes nine specially commissioned projects as well as the Cartier Award and collaborations with our 2010 EU partners Vector Association (Romania) and Kunstverein Nürnberg (Germany).

This year's programme of commissioned projects include elements of performativity – either directly, with performances taking place in and around the fair, or more obliquely, commanding a certain level of involvement from visitors. Ranging from the spectacular to the intimate, the emphasis is on direct engagement. Offered as an opportunity to work in a unique context, the artists commissioned by Frieze Projects use Frieze Art Fair as a site to realise ambitious ideas in an exceptional environment.

Ei Arakawa and Karl Holmqvist

With Arakawa and Holmqvist's collaborative project *pOetry pArk*, activities move between Frieze Art Fair and its immediate surroundings in Regent's Park. A procession through the fair will set up a temporary camp with a number of movable props and sculpture. In this shift from inside to outside, the artists are looking to embrace the unpredictability and improvised conditions inherent to the collaborative format itself. With regards to inclusion and exclusion, monetary value and artistic activities, their project will put into relief the activities of Frieze Art Fair. Asking, what can be done, when everything has been done? Who will see what there is to be seen, and what we do when nobody is looking?

Spartacus Chetwynd

Chetwynd will create a new unique performance based on a live game show. Two teams, 'The Oppressed Purée' (including 'Nature' and 'the Carthers') opposing 'Women Who Refuse To Grow Old', will take part in a live competition. Accompanied by an orchestra of sea lions and seals, they will perform mime and dance routines in order to compete for the glory of a ride on 'The Cat Bus', a character brought to life from Studio Ghibli's *anime* film, *Totoro My Neighbour*. Continuing Chetwynd's interest in ritual, handmade costume, and a number of conflating

influences, ranging from Mae West to John Waters, via Doris Lessing and the Marx Brothers, the event will be a spirited contest.

Matthew Darbyshire

Darbyshire will create a new ticketing experience for Frieze Art Fair by redesigning the Box Office to simulate a popular mobile phone concept store. Fully functional, it will also include a number of the functionless devices often used by the designers of public commercial spaces, and will play on familiar contemporary design initiatives. The project examines how an audience with varying levels of familiarity with commercial design reacts to the displaced design conventions employed within the structure.

Shannon Ebner and Dexter Sinister

Ebner and Dexter Sinister will construct a small cabin within Frieze Art Fair, and will use this quiet space to broadcast a set of spoken texts, written and voiced by Angie Keefer. These audio segments, produced in advance, will be released as eight short, cephalopodic episodes to a remote, dedicated audience over four days. Meanwhile, an audio announcement in the constructed space will triple as an advertisement for, a colophon to, and a demonstration of, the project.

Gabriel Kuri

Kuri will create a number of painted metal sculptures that will replace the fair's existing outdoor ashtrays. These sculptures will require the direct interaction of the audience to complete

the works. As they are used, the surface will become soiled and damaged by refuse and burns that accumulate throughout the duration of the fair. The sculptures question not only the relationship between viewer, functional object and artwork, but also their position in the transitory space between inside and out.

Shahryar Nashat

Nashat's new video will continue his ongoing desire-inflected dialogue with the art of other artists, further examining how mediation, display and techniques of reproduction produce variegated meanings. The colour-coded video will negotiate an unattainable, idiosyncratic collection of works by complicit selected artists assembled for the purposes of the video. The depicted fictitious art space can be understood as an extra booth in the fair. Here, moving images function as proxies or stand-ins allowing for the presence of absent works. In this work Nashat adopts a fluid position, not only as an artist but also as a curious, if invasive, viewer; a non-acquisitive collector; a wilful artist-curator; and, a consciously subjective art-documentary maker.

Nick Relph

Relph will invite a number of artists to design and build donation boxes for a charity or institution of their choosing. These boxes will be installed throughout the fair, encouraging the visiting public to donate as they see fit. Once the fair is over, both the box itself and the money raised will be given to the chosen charities. As a public

display of physical cash and relative modesty, the project will contrast with the vast amounts of 'invisible' money that is exchanged at the fair, as well as questioning the value of objects and sculpture, offering an opportunity for the artists involved to consider their work in a new context.

Annika Ström

Ström's project is a specially designed map of the fair. Available alongside the fair's usual literature, Ström's plan will incorporate alternative information as a guide to the fair. These maps, distributed by 'Ten Embarrassed Men', will also include a number of bespoke short tours by artists, curators and writers. The project will encompass a unique performative element that draws on humour, embarrassment and spectacle despite its more serious commentary.

Jeffrey Vallance

Vallance will present a panel discussion in the fair auditorium. He will employ five psychic mediums to channel the spirits of famous artists such as Leonardo da Vinci, Jackson Pollock, Frida Kahlo, Marcel Duchamp and Vincent van Gogh. A moderator will pose questions querying the role of art in the after-world, and the dead artists' opinions on the art market in the living world. The panel will open to audience questions at the end of the discussion.

Vector, Iasi (Romania)

At Frieze Art Fair, Vector faces the impossible task of performing its usual function despite its temporary displacement from its site in the city of Iasi. Vector will therefore be represented by the works of invited artists: Matei Bejenaru, Florin Bobu, Antonia Hirsch and the writer Dan Lungu. Another dimension of their presence in the fair will be *Vector Publication*, an experimental book with contributions by artists who collaborated with Vector from 1997–2010. This project is supported by the Romanian Cultural Institute in London.

Kunstverein Nürnberg

Artists Katinka Bock and Marieta Chirulescu have been commissioned to make a project about the Kunstverein Nürnberg (Germany) – Albrecht Dürer Gesellschaft, Germany's oldest Kunstverein, which was founded in 1792. A booth at the fair will be transformed into an exhibition by the two artists, whose work embraces not only processes of history, but also aspects of the present day.

Resonance104.4fm

London's art radio station will again be broadcasting live from the fair. The Frieze Talks programme will be broadcast alongside specially commissioned radio art projects and interviews with artists and art professionals. Visitors will be able to watch the resonance team at work and contribute to the debate. Listeners in the London area can tune in on 104.4FM, resonancefm.com

Partners

