

SECT  
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*Instagram moments  
abound in artist  
Carol Bove's  
installation at  
David Zwirner*

**FRIEZE  
ART WEEK**

**NYC**

# FRIEZE NEW YORK *by kHyal*

## A RETURN TO THE SHED FOR BETTER RETURNS

Frieze New York's annual art fair showcases the works of contemporary artists from around the world. Launched in 2012, it is an offshoot of Frieze London, which was founded in 2003. The fair was long held at Randall's Island Park in New York City, a venue that allowed outdoor installations and sculpture. In 2021 it moved to The Shed, a more central location, which no doubt drew new audiences by proximity.

Over the years, Frieze New York has become a significant event in the global art scene, attracting collectors, curators, and enthusiasts alike. It is renowned for its meticulously curated selection of galleries and artists, as well as its diverse array of programs, including talks, special commissions, and performances.

In recent years, Frieze New York has made notable strides towards inclusivity and sustainability. The fair has expanded its representation of galleries and artists from underrepresented regions, fostering a global dialogue on contemporary art. In addition, the fair has implemented eco-friendly practices, such as reducing waste, encouraging the use of public transportation, and utilizing sustainable materials for booth construction.

In response to COVID-19, the organization adapted by launching a digital platform in 2020, allowing artists and galleries to connect with audiences virtually. The fair returned to its in-person format in 2022 with safety measures in place and has continued to evolve, offering a blend of physical and digital experiences, catering to a broad audience.

As Frieze New York maintains its commitment to showcasing the best in contemporary art, the fair continues to grow, innovate, and adapt to the ever-changing landscape of the art world.

Some noted the more corporate feel at the Shed. Others cited that certain galleries seemed to specifically design their booths to draw more social media attention with selfie backgrounds or gimmicky ploys. Alberto Ehlen's exhibition at Gagosian featured a custom vending machine stocked with real-life ultra-caffeinated Coffeetea. It was dispensed for free if you stood in line for a gold Gagosian-branded coin with the words "You Can Buy Taste," embossed on the flip side and flanked by paintings on the walls that sold for upwards of \$500k each. Over the decades many new beverage brands have been launched at high-end art fairs — the perfect test market. It was interesting to see an artist emulate this age-old brand marketing strategy for additional mindshare and perhaps financial gain. (Though by the taste of it, I'm not sure other beverage companies have much to worry about.)



Top Left to Right: 1) Alberto Ehlen's Coffeetea Gagosian-branded tokens; 2) the line in front of his sculptural vending machine; and 3) one of Ehlen's paintings in the Booth





Top Left to Right: 1) Murakami Flowers at Galerie Perrotin; 2) "All bodies are good bodies," by Jonathan Baldock, Stephen Friedman Gallery; 3) Matches Fashion at Frieze