

## Los Angeles Arts Organizations Align Programming for Frieze Week Los Angeles 2020

Frieze Week will officially begin on February 10, 2020 with a campaign and public art project featuring Barbara Kruger; a free guide to art in the city curated by ForYourArt and an evening hosted by The Getty featuring the Art For Justice Fund

Frieze today announces programming and highlights of Frieze Week Los Angeles, which will begin on Monday, February 10 with an evening for **Art For Justice** at **The Getty**. Frieze Week Los Angeles will run throughout the second edition of Frieze Los Angeles, Friday-Sunday, February 14-16, 2020 at **Paramount Pictures Studios** in Hollywood, which is supported by global lead partner Deutsche Bank for the second consecutive year.

Inspired by Frieze Week in London and New York, Frieze Week Los Angeles will encompass a spectrum of programming at galleries, museums, civic organizations, and other artist-driven spaces as a celebratory platform to showcase the many communities encompassing L.A.'s dynamic arts landscape.

The campaign for Frieze Week 2020 will center around a project by **Barbara Kruger**, *Untitled (Questions)*. Twenty questions composed by Kruger such as "IS THERE LIFE WITHOUT PAIN?" will be installed outside a number of prominent art spaces and landmarks around Los Angeles, as well as integrated into all of Frieze Week 2020's print, online, and outdoor marketing materials.

**Bettina Korek**, Executive Director of Frieze Los Angeles, said, "An overarching goal for Frieze Los Angeles is to establish an annual moment that encourages visitors and Angelenos to experience art in L.A. through its many forms. I hope that Frieze Week introduces a new platform to build on Frieze Los Angeles' commitment to encourage discovery and patronage for art throughout the city. We are honored to work with Barbara Kruger on getting the message out through a campaign that blurs the lines between advertising and public art."



On February 10, 2020, a program hosted by the Getty featuring the Art for Justice Fund will mark the official start of Frieze Week Los Angeles. Agnes Gund, founder of the Art for Justice Fund, was recently awarded the 2018 J. Paul Getty Medal. This event will extend the collaboration between Frieze, Endeavor and the Art for Justice Fund that arose from the sale of Mark Bradford's limited-edition artwork, *Life Size*, in 2019. Alongside further initiatives, events, and awards, this collaboration represents Frieze Los Angeles' dedication to supporting social justice and civic engagement through art patronage.

Throughout Frieze Week, key Los Angeles museums and non-profit spaces will present anticipated exhibitions including *A Collective Constellation: Selections from The Eileen Harris Norton Collection* at **Art + Practice**; *Shirin Neshat: I Will Greet the Sun Again* at **The Broad Museum**; *Paul McCarthy: Head Space, Drawings 1963-2019* at the **Hammer Museum**; *Julie Mehretu and Betye Saar: Call and Response* at the **Los Angeles County Museum of Art**; *Open House: Gala Porras-Kim* at **The Museum of Contemporary Art, Los Angeles**; *Todd Gray: Euclidean Gris Gris* at **Pomona Museum of Art**, and *George Rodriguez: Double Vision* at the **Vincent Price Art Museum**.

**Joanne Heyler**, Founding Director of The Broad, said, "The Broad, along with the rest of the L.A. art world, is excited to be welcoming Frieze Week back to the city of Los Angeles, one of the world's leading arts capitals. The second edition of this internationally successful contemporary art fair offers an extraordinary opportunity to share Los Angeles's unique and unparalleled arts landscape with thousands of collectors, practicing artists and art students from the region and from all over the world."

In addition to their presentations at Frieze Los Angeles, many of L.A.'s defining galleries will have special exhibitions on view during Frieze Week. Selected exhibitions include Huma Bhabha and Lauren Halsey at **David Kordansky Gallery**; Hank Willis Thomas at **Kayne Griffin Corcoran**; Edward & Nancy Kienholz and Alison Saar at **L.A. Louver**; Pat Phillips at **M+B**; Katharina Frisch at **Matthew Marks Gallery**; Kayode Ojo at **Praz-Delavallade**; Cyprien Gaillard at **Sprüth Magers**; Lisa Oppenheim at **Tanya Bonakdar Gallery**; and Calida Rawles at **Various Small Fires**.

Further highlights during Frieze Week include special events such as the second Los Angeles iteration of **Brutally Early** hosted by **Klaus Biesenbach** and **Hans-Ulrich Obrist** at **The Museum of Contemporary Art** on February 15, a conversation between artists **Christopher Wool** and **Kim Gordon**, moderated by **John Corbett**, presented by **The Broad** on February 15, and

musical performances by **Terry Allen and the Panhandle Mystery Band** on February 15 and February 16 at Zebulon, presented by **L.A. Louver**.

A Frieze Week ticket will be available for purchase prior to the opening of the fair, offering access to Frieze Projects, Films and Talks onsite at the iconic Paramount Studios as well as a range of exhibitions and events around Los Angeles. Tickets for Frieze Week and Frieze Los Angeles will go on sale in November. Following last year's sold-out fair, early booking is highly recommended. To be first to hear about Frieze Los Angeles tickets, sign up for the Frieze newsletter at [frieze.com/friezeLA](http://frieze.com/friezeLA)

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](https://www.instagram.com/FriezeArtFair) on Instagram, Twitter and Frieze Art Fairs on Facebook. [#FriezeArtFair](https://www.facebook.com/FriezeArtFair) [#FriezeLA](https://www.facebook.com/FriezeLA) [#FriezeWeek](https://www.facebook.com/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**

**Bettina Korek:** Executive Director of Frieze Los Angeles. Korek is also founder of ForYourArt, a Los Angeles-based organization that produces projects with artists, promotes information about exhibitions and events, and works with diverse stakeholders to encourage patronage, engagement and collaboration. ForYourArt produced the Participating Gallery program for both of the Getty's Pacific Standard Time 2012 and 2017 initiatives. ForYourArt's role as liaison connecting different corners of the art world inspired artist John Baldessari to describe the organization as "special and unique because it is a neutral space." ForYourArt has published a trusted free art guide to Los Angeles for over 10 years. ForYourArt is developing a report on the state of arts patronage. Korek is a member of the of the Los Angeles County Arts Commission.

**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.

**Paramount Pictures Corporation (PPC)**, a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIAB, VIA), 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, Paramount Players, MTV Films, and Nickelodeon Movies. PPC operations also include Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

**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.

**The Webster** is an omni-channel, multi-brand, luxury men's and women's boutique that offers a curated selection of items from both emerging and established luxury designers. Designed with vibrant intimacy to resemble residential spaces, The Webster stores are each meticulously adorned with countless pieces of art that reflect each location's distinctive energy. The Webster currently has four locations in Bal Harbour, Houston, Costa Mesa and New York City, as well as an outlet at Sawgrass Mills. In celebration of their upcoming store opening in Los Angeles, The Webster will be partnering with Frieze LA for an evening that celebrates the intersection of art, architecture and design. The event will take place during Frieze Week LA in February. Details of event will be included in Frieze LA's official Frieze Week programming slate.