

“Frieze Art Fair 2013,” *HungerTV.com, Art & Culture*, October 17, 2013

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## FRIEZE ART FAIR 2013

This week Frieze returns to Regent’s Park for the annual art takeover. We attended the preview to find out what’s on offer.

Usually you can say that it’s bigger and better than ever but this year the fair has scaled down slightly. Now in its 11th year, there are about 20-25 less galleries. Aisles have widened, lighting has improved so it seems this is a case of swings and roundabouts.

A 20 percent decrease in VIP invitations on the opening day was intended to make it calmer and more exclusive, but the atmosphere was as buzzy as ever – especially come lunchtime at Gails Bakery. Speaking of which, food choices have improved with Frieze bang on trend implementing a street food area, including favourites Pizza Pilgrims, Yum Bun and Pitt Cue.

As for the art itself? We’ve counted down the top ten stand out pieces and trends at Frieze this year. Tickets are still available so if we’ve piqued your interest, head to the tent yourself to see what’s on offer.



Colour! Djorde Ozbolt’s ‘Made in Africa (Assembled in China)’ to Kathryn Andrews ‘Umbrella Stand’ and everything at Jeff Koons, it’s clear that bright colours are on trend in the art world.

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Ryan McGinley times three. We spotted the photographer's 'You and My Friends' series at three separate galleries. The collections of candid head shots with no eye contact must be striking a note with collectors.



Frieze Projects. As opposed to being dotted around the fair, this year Frieze Projects was designated to one area and will change daily. On the preview day we watched Lili Reynaud-Dewar lie on a bed with a fountain of black liquid in the middle while she read erotic literature.

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Paintball as art. Ken Okishi's interactive art piece sees two robots should paint balls in a room, hitting and regularly missing two canvases. The robots are operated by visitors through a button on the outside of the glass.



A giant woman. Visitors can get a glimpse of life in the womb as you are invited to climb inside Jennifer Rubell's 'Portrait of the Artist' at Stephen Friedman Gallery London.

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A piece of art that can talk back. 'Four In A Dress' is a performance piece by the late James Lee Byars and consists of four people all draped in black crepe on a small black dais. They will be sitting there for the duration of the fair. You can't buy the people but apparently the material is on sale. Michael Werner Gallery. The piece was first performed at New York's Green Gallery in 1968. Back then, viewers were invited to take turns donning the dress and performing it. Andy Warhol filmed the piece once, but refused to get in it.



A giant fried egg. Urs Fischer's 'Sunny Side Up' at Sadie Coles made our stomachs rumble though we doubt there would be a plate big enough.

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Robb Pruitt’s anthropomorphic traffic cones. A collection of dishevelled humanistic traffic cones set the scene for the paintings of New York skylines in the background at Gavin Brown Enterprises. We think London council should take note for future traffic cone designs as Pruitt’s offerings brought a smile to even the sternest art critics.



Lisson Gallery proved that less is definitely more by showing one piece by Dan Graham. The ‘Groovy Spiral’ allows visitors to walk through it being both on show and given a moment of calm at the same time.

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Jeff Koons. With his bright and often huge sculptures Koons is always a crowd-pleaser. Gagosian Gallery is showing five large-scale pieces including *Ribbon*, *Cat on a Clothesline (Yellow)*, *Sacred Heart*, *Lobster* and *Titi Tire*. Regardless of the eye-watering undisclosed price tags we can't help but smile looking at a giant cat in a sock.