

# Trees for Frieze

By Jan Dalley

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When is a fair not just a fair? When it's just about any one of the world's biggest art bazaars – and in London this week that means Frieze. Its counterparts in Basel, Shanghai, Dubai and elsewhere have all evolved their associated programmes of discussions, commissions and the like, but London's premier art fair goes far beyond its primary purpose of selling and uses a wide curated programme to establish itself as a rounded cultural event.

Frieze has an excellent record in this, even in the few years since it first burst on the London scene, and it has cast its net wide – the presence of legendary composer Karlheinz Stockhausen three years ago set the bar high. Frieze Foundation was established in 2003, at the same time as the fair itself, as the non-profit arm of the organisation (with the help of funds from the European Community's culture programme), and the curated programme includes not only talks but music and film, as well as the all-important artists' commissions.

Frieze Projects' site-specific works this year come from 11 artists; in addition there is a work from the winner of the Cartier Award, Wilfredo Prieto, a Cuban conceptual artist based in Barcelona and Havana. The Cartier Award is a sort of Turner-Prize-in-reverse, as it is open only to artists living outside the UK. When it comes to Frieze Projects, however, it seems that some of the artists can be as mysterious as they like about personal information – one of this year's selection calls him/herself only Norma Jeane (s/he was born the night that Marilyn Monroe died) and therefore qualifies, we're told, as "an artist without a body, and therefore without a personal biography". In itself, that's a bold denial of the star system, and a pithy comment on art fairs. NJ's new work, which is to be unveiled this week at the Frieze opening, ought to retain a little bit of surprise – suffice it to say that if you wish you'd never given up smoking, this might be one for you.

Surprise is an important element too, of Jeppe Hein's installation. Young, Danish and playful, Hein is an artist who likes to involve the viewer in what he does, to the extent that his distinctive kinetic works actually need our presence to make them happen. They play on the energy of the onlooker and so blur the line between creator and spectator, challenging the notion that the latter is essentially the passive partner. Thus he ticks plenty of boxes for fashionable themes: nature (wind, water, fire) often plays a part, and the ways in which he manipulates these natural elements by artifice invites us to question the ways in which we interact with our environment.

And Hein likes to make us jump. "Did I Miss Something?", shown last year, was an apparently straightforward park bench, set beside a lake – but every time someone sat down a fountain of water shot up out of the placid surface. More water featured in "Appearing Rooms", the sculpture installed last year on London's South Bank, where the liquid "walls" rose around passers-by in seemingly random patterns – sometimes to alarming or disconcerting effect.

In his new piece Hein works with the interplay of inside/outside, nature and artifice, commenting on the frenzied temple of art and commerce set within the calm green of Regent's Park. Our cover picture shows him in the process of installing the piece, so – without of course giving away any secrets in advance – it may not be too hard to guess at the unsettling experience that awaits the 70,000-odd visitors expected to walk through an avenue of trees to this year's fair.

More than 150 galleries will be exhibiting in the great white tents in Regent's Park this week – a number that means there were plenty of disappointed applicants. However, one of the Frieze Projects artists decided to interpret the site-specific brief widely enough to play good fairy, and wave a wand to grant someone their wish. Cory Arcangel, a Brooklyn-based artist with a good name for a good fairy, slipped a golden ticket into one of the chocolate bars sent out to the unsuccessful and the recipient, Studiò d'arte di Giovanna Simonetta from Milan, will have a stand at the fair after all. Ah, the power of art. Or should that be the power of marketing?

*Frieze Art Fair runs from October 16-19. Main sponsor: Deutsche Bank. [www.frieze.com](http://www.frieze.com)*

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The best of the rest

In the six years of its existence the Frieze Art Fair has dramatically changed London's cultural landscape. This coming week is now known as "Art week" – there are buyers in town, parties every day and a staggering number of events and activities that have grown up around Frieze.

Zoo Art Fair

Royal Academy of Arts  
6 Burlington Gardens, London W1S 3EX  
[www.zooartfair.com](http://www.zooartfair.com)

Now in its fifth year, Zoo remains the largest and most high-profile of the satellite art fairs.

Kounter Kulture

Truman Brewery  
T3 and T4  
146 Brick Lane, London E1  
[www.kounterkulture.co.uk](http://www.kounterkulture.co.uk)

A newcomer on the scene, Kounter Kulture claims to offer a provocative alternative to Frieze with emphasis on urban art and prints.

Free Art Fair

14, 19, 21 New Quebec Street and 5, 8, 16 Seymour Place  
Portman Village, London WH1  
[www.freeartfair.com](http://www.freeartfair.com)

Free Art Show, aka Anti-Frieze, has a unique policy of giving away all the work it exhibits.

The Future Can Wait

The Old Truman Brewery  
T1  
81 Brick Lane, London E1 6QL  
[www.thefuturecanwait.com](http://www.thefuturecanwait.com)

The Future Can Wait aims to provide a platform for rising talent in a wide range of media and disciplines.

Scope Art Fair

Lord's Cricket Ground  
St John's Wood, London NW8 8QN  
[www.scope-art.com](http://www.scope-art.com)

Along with its sister festivals in Switzerland and the US, Scope London highlights work from emerging artists, dealers and curators.

DesignArt London  
Berkeley Square  
London W1J

[www.designartlondon.com](http://www.designartlondon.com)

Returning for a second year, DesignArt sets itself apart from the usual art events as a fair for modern and contemporary design

Red Dot Fair

The Radisson Edwardian Grafton Hotel  
130 Tottenham Court Road, London W1T 5AY

[www.reddotfair.com](http://www.reddotfair.com)

Having debuted in London, New York and Miami last year, Red Dot returns to present work from 60 international galleries in individual hotel rooms.

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