

# FRIEZE LONDON

# FRIEZE MASTERS

PRESS RELEASE

Frieze London and Frieze Masters 2024 Close with Strong Sales, Highlighting New Design and Artist-Centric Approach



Billy Childish, Lehmann Maupin, Frieze London 2024. Photo by Linda Nylind. Courtesy Frieze and Linda Nylind.

**London, UK (13 October 2024)** – Frieze London and Frieze Masters 2024 wrapped up on Sunday, 13 October, with reports of significant sales and a dynamic energy that reverberated across London. Over the five-day run, the fairs welcomed a total of 90,000 visitors, once again asserting Frieze’s position as one of the most important international art events. A global convening, the 2024 fairs brought together over 270 galleries from 43 countries, attracting visitors from over 110 countries worldwide. Frieze Week saw a strong presence of major international collectors, institutions and art enthusiasts, underscoring the international influence of both Frieze London and Frieze Masters.

This year’s success was amplified by the debut of a striking new design at Frieze London, developed by the architectural studio and design experts, **A Studio Between**. Their work transformed the fair’s layout to enhance the visitor experience and emphasise the diversity of galleries and artists on view. Additionally, Frieze Masters was thoughtfully refined by architect **Annabelle Selldorf**, infusing its existing design with a

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fresh perspective. The week's successes extended beyond The Regent's Park, with London's museums, galleries, and cultural institutions reporting strong engagement, highlighting the city's role as a global art hub.

Deutsche Bank continued its global partnership with Frieze, presenting a newly commissioned installation by multidisciplinary artist **Rene Matic** in its lounge spaces. The collaboration reflects a shared commitment to championing contemporary art and fostering dialogue across diverse communities.

**Eva Langret, Director of Frieze London**, said: 'The redesign of Frieze London has been met with overwhelmingly positive feedback from both exhibitors and visitors alike. It's been an extraordinary week, marked by continued sales and a vibrant international presence on every day. The fair has attracted growing interest from a diverse range of collectors, both established and emerging, which is immensely encouraging. I'm particularly delighted by the significant acquisitions made for major museums and institutions, further highlighting the fair's role in shaping important cultural dialogues.'

**Nathan Clements-Gillespie, Director of Frieze Masters**, added: 'Frieze Masters continues to deliver unparalleled opportunities for collectors and curators, cementing its position as a must-attend event in the global art calendar. This year, we witnessed exceptionally strong demand for works spanning all eras, from classical art to 20th-century masterpieces, with major sales reported throughout the week. Our exhibitors truly brought their finest works, and were rewarded for it with resounding success. London's institutional exhibitions have been nothing short of extraordinary, adding a rich layer to the cultural experience surrounding the fairs.'

**Claudio de Sanctis, Global Head of Private Bank and Member of the Management Board, Deutsche Bank** said: '2024 was a fantastic new look for Frieze London and Frieze Masters. Yet again, Frieze brought the most groundbreaking art to London, where cultures and ideas coalesce and collide in a diverse outpouring of creativity. There is no better place for our clients to connect with world-leading gallerists, fellow collectors and artists. We are delighted to support Frieze in breaking down boundaries and reaching new audiences.'

**Britta Färber, Global Head of Art & Culture, Deutsche Bank** said: 'Congratulations to Frieze on another stand-out presentation in London. The quality and breadth of works on show was yet again exceptional – this is why we at Deutsche Bank, with our commitment to cutting-edge contemporary art, celebrate our fantastic partnership with Frieze. This year we were delighted to collaborate with Rene Matic for our client lounge, whose artistic practice is focused on in-betweenness, engaging and challenging the concepts of British culture and identity through a thought-provoking installation.'

### **Frieze London: A Redesigned and Immersive Experience**

Frieze London's newly unveiled open-plan layout facilitated a seamless flow between galleries, encouraging exploration and discovery. The reimagined design featured new convening spaces, natural light, and curated sightlines, creating a more contemplative and engaging experience for collectors and visitors alike. A highlight of this approach was the emphasis on young talent in the Focus section, alongside the return of the *Artist-to-Artist* initiative, where leading contemporary artists such as **Hurvin Anderson, Lubaina Himid, Rashid Johnson, Glenn Ligon, Zineb Sedira, and Yinka Shonibare** selected next-generation talent to be showcased at the fair.

This year, Frieze London also presented *Smoke*, a themed section curated by Pablo José Ramírez, which drew widespread acclaim for its thoughtful presentation. The section featured groundbreaking work by **Karla Ekaterine Canseco, Manuel Chavajay, and Christine Howard Sandoval**, whose pieces explored complex



narratives around identity, land, and materiality. These sections collectively reinforced Frieze London as a platform for innovative and thought-provoking work.

### **Frieze Masters: Bridging Past and Present**

Frieze Masters showcased a remarkable array of historical works, by artists including **Frank Auerbach, Jean-Michel Basquiat, Jan Brueghel the Younger, Paul Cézanne, Francisco de Goya, Philip Guston, Barkley L. Hendricks, David Hockney, Lee Krasner, Édouard Manet, Bridget Riley, Park Seo-bo, Vilhelm Hammershøi, Giorgio Morandi, Yayoi Kusama, Howardena Pindell, and J. M. W. Turner.** The fair also featured important pieces reflecting diverse artistic traditions, such as early Qing dynasty masterpieces, works celebrating 100 years of Surrealism, and a reappraisal of Les Nabis, highlighting the connections between different eras and cultures.

Frieze Masters also debuted a new curatorial direction that emphasised the interplay between the historical and the present, with an expanded *Studio* section curated by **Sheena Wagstaff.** This section featured critically acclaimed artists such as **Beatrice Caracciolo, Shirazeh Houshiary, and Doris Salcedo,** each of whom navigates the intersection of history and their practices in distinct ways, inviting collectors and audiences to engage with the deeper contexts and meanings behind their work.

The 2024 edition also saw the return of the annual *Frieze Masters Talks*, produced in collaboration with **dunhill.** This year's programme, conceived by **Shanay Jhaveri** and **Sheena Wagstaff,** titled 'The Creative Mind', brought together global thought leaders in London to generate new ideas and explore themes including the future of institutions to expanding the canon, with perspectives from an intergenerational group of artists, architects, writers, curators, and museum directors: **Sir Christopher Bryant MP, Glenn Lowry, Nairy Baghramian, Dia al-Azzawi, Jeremy Deller, Glenn Ligon, Victoria Siddall, Barbara Walker, Zoé Whitley, Ming Smith, Nathalie du Pasquier, Mark Leckey, Jenny Waldman, Abraham Thomas, Gabriele Finaldi, Jan Dalley, Julian Rose and Shirazeh Houshiary.**

### **REPORTED SALES**

Across both Frieze London and Frieze Masters, galleries reported major sales throughout the fairs' five day run. Hauser & Wirth set the tone on opening day with sales including **Arshile Gorky's** 1947 painting *The Opaque* for \$8.5 million, **Édouard Manet's** *Pelouse du champ de courses à Longchamp (Public Enclosure at the Longchamp Racecourse)* for €4.5 million, along with other significant pieces such as **Francis Picabia's** painting *Elle danse (She Dances)* for \$4 million, while works by **Domenico Gnoli, Louise Bourgeois, and William Kentridge** were also placed. Notable sales continued with a **Lee Lozano** oil painting (\$550,000), **Lucio Fontana** (€520,000), and **Fausto Melotti** (€270,000). **Charles Gaines' Shadows** series also gained traction, with pieces selling for \$175,000-\$195,000.

Pace Gallery's Frieze London sales were headlined by **David Hockney's** *25th July – 7th August 2021, Rain on the Pond, 2021.* Other key placements included **Robert Longo's** charcoal *Untitled (White Peonies)* for \$600,000 and **Alicja Kwade's** *l'ordre des mondes (Totem)* for \$500,000. Additional successes featured works by **Emily Kam Kngwarray, Pam Evelyn, and Yoshitomo Nara's** *Ennui Head* (2020), displayed in Frieze Sculpture. Meanwhile, Gagosian sold out of its booth of **Carol Bove** sculptures within the first few hours of the fair's opening. David Zwirner saw substantial sales, including a **Lisa Yuskavage** painting for \$2.2 million and two **Yayoi Kusama** paintings fetching \$720,000 and \$670,000. Works by **Steven Shearer, Sasha Gordon, and Rose Wylie** were also sold.



Lehmann Maupin sold their entire booth of 14 new paintings by **Billy Childish**, including those created onsite, placing them with a number of esteemed collections around the world, including the US, UK and Greater Europe with prices ranging from \$50,000 to \$100,000. **Johyun Gallery**, who showed at both fairs, sold multiple works by artists including **Lee Bae**, for prices ranging between \$90,000 to \$240,000, to renowned private collections and leading institutions.

Stephen Friedman Gallery celebrated a sold-out booth, placing large-scale works by **Caroline Walker** and **Clare Woods** with buyers from the UK, Europe, US, and Asia, with prices ranging from £35,000 to £175,000. The gallery also placed **Woody De Othello's** bronze sculpture *Seeing Both Sides* for \$350,000, a highlight from Frieze Sculpture that was presented in collaboration with Jessica Silverman Gallery and Karma.

At Frieze Masters, further noteworthy activity included Osborne Samuel Gallery selling **Henry Moore's** bronze *Working Model: Reclining Figure: Umbilicus* for £1.4 million to an important private collection and Bastian placing a **Robert Rauschenberg** painting for €1.3 million. **Sam Fogg** reported the sale of a significant Flemish carving, *Christ on the Cross*, from the early 1500s. Archeus / Post-Modern placed **Yayoi Kusama's** *Infinity Nets* (2005) for £1.25 million and another Kusama work, *Look at the Gathering of Women in Love* (2009), for \$1.4 million.

Johnny Van Haefen had one of its best fairs yet, selling two large oil paintings by Utrecht painters and **Pieter Brueghel the Younger's** *The Yawning Man*. Philip Mould & Company sold works by **Henri Gaudier-Brzeska** to a European museum for £85,000 and by **Mary Beale**, priced at £195,000, to a US museum. ArtAncient placed a Roman marble head of Apollo for £300,000, a Celtic silver ribbon torc for £95,000, and a Seymchan Meteorite Cross Section for £35,000. DAG reported sales including **Ramkinkar Baij's** painting for \$299,700, **S.K. Bakre's** work for \$179,800, and **Avinash Chandra's** *Moon and Houses* (1960) for \$149,800, alongside pieces by **A.A. Raiba**, **Paritosh Sen**, and **Laxman Pai**. Charles Ede placed **Clara Klinghoffer's** *The Artist Pratima Devi Tagore* for £58,000, a charcoal drawing by **Franz Anton Griessler** for £10,500, and also placed an early self-portrait by **Edouard Boubat**.

Other notable sales came from Maruani Mercier, with **Le Corbusier's** *Marie Cuttoli* (1936) for €280,000 to €340,000 and **Andy Warhol's** *Ladies and Gentleman* (1975) for €300,000 to €350,000. Rossi & Rossi, along with Grosvenor, placed a **Syed Haider Raza** painting for £250,000 and several **Lain Singh Bangdel** pieces ranging from \$16,000 to \$79,000. Larkin Erdmann sold works by **Alighiero Boetti** for €100,000, and **Tom Wesselmann** for €45,000. Richard Saltoun Gallery placed four **Juliana Seraphim** pieces, ranging from £30,000-£80,000, while Eric Firestone sold **Pat Passlof** and **Miriam Shapiro** works for \$100,000 to \$300,000.

Galerie Chenel sold a Roman statue for £200,000, Afridi placed two artworks between £20,000 to £70,000, and Bowman Sculpture sold **Emily Young's** *Dolomitic Torso* for £45,000. James Graham-Stewart placed a George III china cabinet for £30,000, Koopman Rare Art sold Rococo candelabras for £100,000 to £150,000, and Ronald Phillips placed a Meiji period Japanese cabinet. Rasti Fine Art sold a 10-13th century Kashyapa marble head for \$100,000 to \$200,000.

Back at Frieze London, James Cohan saw strong interest from American collectors, with standout sales including **Jesse Mockrin's** *The Descent* for \$550,000 and **Kennedy Yanko's** *Hound's Tongue* for \$70,000. Other notable sales included **Mockrin's** *Bitter Seeds* for \$150,000 and multiple pieces from **Yanko**, such as *Sowy Thistle* and *Water Hemlock*, sold for \$85,000 and \$80,000, respectively. Meanwhile, Sprüth Magers sold key works from **Anne Imhof** and **Joseph Kosuth**, with sales continuing across a range of artists. Thaddaeus Ropac also experienced a fruitful week, placing works by **Antony Gormley**, **Joan Snyder**, **Elizabeth Peyton**, and **Robert Longo**, while Lisson Gallery also celebrated with sales of multiple pieces, including all paintings, by **Leiko Ikemura**, including *Usagi Kannon Pray (168)* for €168,000. Victoria Miro placed works by **Adriana Varejão** and **Celia Paul** for \$40,000 to \$450,000 across both fairs. White Cube also saw multiple sales,



including an **AI Held** painting for \$450,000, four bronze works by **Tracey Emin**. Other highlights were placements of works by **Sylvia Snowden**, **Tiona Nekkia McClodden**, **Robert Mapplethorpe**, **Cinga Samson** and **Marguerite Humeau**.

Almine Rech sold out their booth of **Ji Xin**, with each work fetching up to \$50,000. Maureen Paley secured multiple sales, including a **Gillian Wearing** painting for £36,000, alongside works by **Kaye Donachie** and **Chioma Ebinama**. Union Pacific placed a **Koak** work for \$45,000, followed by **Nour Jaouda's** installations for £35,000 and £25,000, alongside pieces by **Oliver Osborne** and **Emiliano Maggi**. Night Gallery's standout sales included **Claire Tabouret's** self-portrait for \$60,000 to \$70,000 and **Tidawhitney Lek's** acrylic painting for \$40,000, plus several others. Proyectos Monclova placed seven **Manuel Felguérez** paintings, while Experimenter recorded sales for **Bani Abidi** in the \$20,000 to \$50,000 range. Sullivan+Strumpf sold six **Naminapu Maymuru White** paintings, in the range of £10,000 to £35,000 and all works by **Gregory Hodge** for £17,500. Alexander Gray Associates sold new works by **Joan Semmel**, **Ronny Quevedo**, **Ruby Sky Stiler**, and **Kang Seung Lee**.

The curated sections at Frieze London and Frieze Masters enjoyed remarkable success, showcasing a vibrant range of artworks and strong demand from collectors. In the celebrated *Artist-to-Artist* section at Frieze London, Kasmin and Pippy Houldsworth Galleries sold out their joint booth within hours, driven by high demand for **Nengi Omuku's** paintings, which were priced between £50,000 and £90,000. Broadway's presentation of New York artist **Rob Davis** also sold out entirely, while Mariane Ibrahim placed four paintings by **Peter Uka**, ranging from €56,000 to €82,000.

Younger galleries in the Focus section continued to build momentum. London-based Ginny on Frederick sold out its booth of beaded-and-painted panels by **Charlotte Edey** by noon on opening day, with prices between £10,000 and £13,000. Brunette Coleman, debuting at the fair after launching in London in 2023, also reported strong sales of works by **Nat Faulkner**, whose pieces were acquired by the Photography Centre at the V&A in South Kensington. Public enjoyed success with their solo presentation of **Nils Alix-Tabeling**, placing works at €10,000 each, while Xxijra Hii made a notable debut, selling multiple pieces from **Hannah Morgan's** *Animula* series. In the *Smoke* section, Hatch saw a complete sellout of **Ayla Tavares'** wall works, priced at €3,500 each, along with her sculptures, which sold for €7,500 and €8,500. Murmurs sold a dozen works by **Ekaterina Canseco** and **Roksana Pirouzmand**, the majority of their booth, in the range of \$4,000 to \$12,000.

In the Studio section at Frieze Masters, Pace Gallery sold twenty works by **Nathalie Du Pasquier**, priced between €40,000 and €60,000, which included her mid-1990s still lifes and recent abstract paintings. Chemould Prescott Road also thrived, selling out their booth featuring artworks by **Shirazeh Houshiary** and **Nilima Sheikh**. Lehmann Maupin reported significant interest in their stand of work by Korean artist **Kim Yun Shin** with sales made to collectors based in South Korea and the United States ahead of her debut solo exhibition in the United Kingdom at Lehmann Maupin London in 2025.

In the Spotlight section at Frieze Masters, Frestonian Gallery sold twenty exceptional pieces by studio glass pioneer **Sam Herman**, with prices ranging from £8,000 to £18,000. Jhaveri Contemporary achieved great success at both fairs, selling all but one of **Balraj Khanna's** works at Frieze Masters, with prices from £20,000 to £70,000, while also securing multiple sales at Frieze London for up to £60,000. Additionally, GAVLAK sold **Judy Chicago's** *Childhood's End #2* (1972) for between \$90,000 and \$110,000 and Cecilia Brunson Projects placed multiple **José Antonio da Silva** paintings in the \$80,000 to \$100,000 range.



## ACQUISITIONS AND PRIZES

In a demonstration of Frieze's commitment to supporting the wider arts ecosystem and nurturing partnerships with nonprofits and UK arts institutions, several prizes and acquisitions were made during the five days of the fairs.

- **Nat Faulkner**, showing in Frieze London's Focus section with Brunette Coleman, was announced as the recipient of the **Camden Art Centre Emerging Artist Prize**. Faulkner's photographic work, titled *Artificial Sun II*, was also acquired by the Photography Centre at the V&A South Kensington. The acquisition was supported by Stone Island, the Official Partner of Frieze's Focus section for emerging galleries.
- **The Arts Council Collection** acquired works by **Nour Jaouda, Nicole Wermers, and Shaquille Whyte**.
- **The Contemporary Arts Society Collections Fund** acquired two significant works by **Haegue Yang** and **Nour Jaouda** for the **Hepworth Wakefield**.
- **The Spirit Now Prize** facilitated the acquisition of artworks by **Shafei Xia, Asemahle Ntlonti, and Bambou Gili** for **The Women's Art Collection at Cambridge**.
- **Projectos Ultravioleta** was awarded the **Frieze London Stand Prize** for its trans-generational presentation of Guatemalan artists **Edgar Calel** and **Rosa Elena Curruchich**.
- The **Comité Professionnel des Galeries d'Art (CPGA)** and **Fluxus Art Projects Prize**, for a French or France-based artist and gallery exhibiting at Frieze London, was awarded to **Stephanie Saadé** and **Marfa Gallery**
- **Hot Wheels** was named as the recipient of the **Focus Stand Prize** at Frieze London for its solo presentation by New York art/fashion collective **CFGNY**. The Focus Stand Prize highlights young galleries taking part in Frieze London and rewards those who participate with ambitious and well-researched presentations. The 2024 prize jury comprised **Robert Leckie** (Director at Gasworks), **Julia Grosse** (Project Advisor at Gropius Bau and Conception, and Co-Founder and Artistic Director at Contemporary And) and **Stella Bottai** (Senior Curator-at-Large at Aspen Art Museum).

## GALLERY RESPONSE

**Thaddaeus Ropac, Founder, Thaddaeus Ropac:** 'This week has been a welcome reminder of the energy that is unique to London and the enduring strengths of the city's art scene. We've met a surprising number of collectors who are new to us as well as collectors who have been very important to us over the years. We've had collectors from India, Bangladesh, all across Europe, South East Asia, the Middle East, South America and those who have come from North America have made a real impact. I've said it before, but the extraordinary arts ecosystem in London is an enduring draw for artists and collectors alike. The new layout feels more spacious and improves the flow of the fair. We were happy with it. It's great to position the smaller galleries at the front to give them more prominence.'

**Isabella Icoz, Partner, Lehmann Maupin:** 'This year marks our 20th anniversary of participating in Frieze London, and it really feels like a celebration of our strong ties to the city and the region! We've had a gallery presence here for nearly five years, in which we've continued to cultivate artists' careers who are based around the city. This includes Billy Childish, who inaugurated our London gallery with an artist residency in 2020 – so presenting a solo exhibition of his work here at the fair felt like a natural fit and a lovely full circle moment. And we've seen that his market is as strong as it's ever been - within the first few hours of the fair we placed 11 new paintings by the artist with a number of serious collections worldwide, including a brand-new work that



Childish painted on-site during the preview day. Additionally, our presentation at this year's edition of Frieze Masters is an exciting opportunity to present historic works by Kim Yun Shin in the city for the first time ahead of the artist's UK solo debut at our gallery in February.'

**Iwan Wirth, President, Hauser & Wirth:** 'This first day of Frieze London and Frieze Masters has rewarded our hunch that the best collectors love a good story. And our booths tell a smashing one about the daring artists who redefined the course of art such as Édouard Manet and Francis Picabia. For Frieze Masters, we challenged ourselves to source truly rare works that reveal the way maverick talent has shaped art history and have placed treasures that won't be available again for generations - from the sublimely intimate painting by Manet to works by Francis Picabia, Louise Bourgeois, Arshile Gorky, Lee Lozano, Meret Oppenheim, Gerhard Richter and William Kentridge among others. At Frieze London, the story is about art history being told in the present tense by Charles Gaines, an artist whose radical conceptual practice is a touchstone for generations of others; like Mike Kelley and Sonia Boyce and Nairy Baghramian, three artists with major museum presentations in the city right now; and like Jack Whitten and George Rouy, speaking across time in their thrilling exhibitions in our London gallery. London is thriving.'

**Mary Cork, Senior Director, Stephen Friedman Gallery:** 'To sell out the entire presentation on the first day of the fair is a testament to the strength of our artists, Caroline Walker and Clare Woods. Both painters created new bodies of work for a joint exhibition that demonstrates the exceptional quality of British painting today. We were delighted that existing clients and several new clients from the UK, Europe, America and Asia stepped forward to buy the work. Frieze London has always been an important and successful fair for Stephen Friedman Gallery, and this year's new layout imbues the fair with a fresh energy.'

**Shireen Gandhi, Director, Chemould Prescott Road:** 'We've been fortunate with our participation in the Studio section; it helped us attract a particularly engaged and knowledgeable audience. While we still had the usual walk-ins, what stood out was the level of thoughtful interaction and the high level of institutional visitors. It felt like people came in with a real understanding and appreciation of the work. This fair has been quite different in that sense, sparking fascinating conversations and offering deeper engagement. The experience itself has been truly special and rewarding.'

**Millicent Wilner, Senior Director, Gagosian:** 'We've had a great Frieze week in London. From a fantastic turnout and response to our gallery exhibitions of new works by Jonas Wood and Anna Weyant, to Carol Bove's incredible installation of a forest of steel sculptures at Frieze London, and to Urs Fischer's visionary pairing of sculptures by John Chamberlain with furniture by Marc Newson at Frieze Masters, not to mention Lauren Halsey's groundbreaking show at the Serpentine, it has been a thrilling week for Gagosian, for artists and for the art world.'

**Tania Sutton, Osborne Samuel, Director, London:** 'The quality of works across Frieze Masters was exceptionally high this year with extraordinarily curated booths, introducing artists previously under the radar or adding to the knowledge of established artists. Frieze Masters is the only fair that demands such erudition making the visitor experience unique and engaging. Sales were extremely strong.'

**Edith Dicconson, Executive Director, Kasmin:** 'The reimagined design has encouraged a sense of exchange that benefits all of the galleries and their artists. We were pleased that the *Artist-to-Artist* section took centre stage at the entrance, meaning it was easy for clients and curators to find our presentation of three works by Nengi Omuku. That ease is key to any successful art fair.' **Pippy Houldsworth, Owner, Pippy Houldsworth Gallery,** added: 'Frieze has proved the doom-mongers totally wrong. The fair has been well attended, with brisk sales for us and, it would appear, for most. We sold out Nengi Omuku's solo presentation in the *Artist-to-Artist* section within hours of the fair opening, and at our Galleries booth works by Shaquéelle Whyte and



Sophia Loeb were placed with the Arts Council Collection and ICA Miami respectively. All in all, a success across the board.'

**Kukje Gallery** said: 'This year's Frieze London was more vibrant and dynamic than ever, infusing the global art scene with new energy. Amid the recent and new exhibitions of Korean artists such as Haegue Yang at prominent institutions in London, the enthusiasm surrounding Korean art was palpable at the fair as well. International collectors expressed significant interest not only in the masters of the Dansaekhwa movement, such as Park Seo-bo and Ha Chong-Hyun, but also in mid-career and emerging artists like Jae-Eun Choi, Kibong Rhee, Kyungah Ham, Haegue Yang, and Heejoon Lee. I am pleased to witness the continued strength of our artists in the global market, and in particular, this year's Frieze London served as a meaningful platform that instilled new optimism in the art market, even amidst the ongoing global economic downturn.'

**Ben Brown, Founder, Ben Brown Fine Arts:** 'We are delighted with the outcome of Frieze Masters and the strong turnout of global collectors who visited our booth. Our presentation featured standout works by many renowned artists, including Agnes Martin, Frank Auerbach, and Alexander Calder. We were particularly proud to present Calder's work in concurrence with a major exhibition at our London gallery, 'Calder: Extreme Cantilever'. Our success at this year's iteration of the fair – with multiple sales made to Italy, America, London, and Asia – has shown that the market is reassuringly strong at multiple levels if you bring quality presentations.'

**Leila Alexander, Global Sales Director, White Cube:** 'We are pleased to report strong sales from White Cube's stand at the 2024 edition of Frieze London. There was a lively atmosphere this year and we connected with a high calibre of local and international buyers. There's been a lot of discussion lately about the market slowing, but it's clear that Frieze Week and its constellation of related gallery and museum shows and special events across London continues to draw enthusiastic and engaged collectors, curators and artists alike. It has also been wonderful to celebrate Dame Tracey Emin this week, with both the placement of numerous bronze editions of her acclaimed National Portrait Gallery commission 'The Doors' (2023), and her hugely successful exhibition at White Cube Bermondsey, which runs alongside our solo show of masterful new sculpture by Danh Vo at Mason's Yard.'

**Mariane Ibrahim, Founder, Mariane Ibrahim Gallery:** 'We are pleased to exhibit at the fair for the first time, and to be back in London. It was a very meaningful edition which began with the invitation by renowned artist Hurvin Anderson to show Peter Uka. The layout and position of the *Artist-to-Artist* section was a great way to highlight the recent paintings by Peter Uka, and his first time exhibiting works in London. It received an incredible reception from institutions and private collectors. A promising first edition. To be continued...'

**Thibault Geffrin, Senior Director at Almine Rech:** 'We entered the fair with many questions on our mind; Will Frieze's new layout serve us positively? Will we see the impact of collectors prioritising Paris over London this year? We're very pleased to report on a very successful week. We have met many new collectors and are happy with the new location and overall layout. From a sales point of view, we have sold over 15 works.'

**Kenta Murakami, Director, Ortuzar:** 'The fair has been extremely positive this year. We're feeling people's excitement and sales have been strong. We sold several works to clients both old and new, with prices ranging from \$50,000 to \$1,500,000, by artists including Frank Bowling, Suzanne Jackson, Takako Yamaguchi and Megumi Yuasa, among others.'

**Johnny Van Haeften, Chairman & Managing Director, Johnny Van Haeften:** 'Many of our clients have come - and we have sold across the scale with prices from nearly £1,000,000 to £20,000. Even the little sales we're pleased with, as you put just as much effort into these as you do into the major ones.'



**Pascal Spengemann, Co-Owner, Broadway:** 'We've had a great experience here – it's unique to do the Artist-to-Artist section. We had less of an idea about how it would be received. Great engagement, great sales. We sold out on the first day.'

**Hervé Loevenbruck, Owner, and Nicolas Nivelet, Gallery Manager, Loeve&Co:** 'This year's edition of Frieze Masters was a success beyond our expectations, with the level and number of sales forcing us to rethink and redo our hanging twice. The quality of the new contacts was much appreciated. We're very proud to have been able to share a less-known part of the well-known artist Dora Maar. More than 25 works on paper and canvas were acquired by major public and private collections. Year after year the quality of the fair doesn't stop growing.'

**Alexander Gray, Founder, Alexander Gray Associates:** 'I'm delighted with the fresh layout of the fair. Wide aisles, great sight lines, and a logical circulation have created a flow that encourages viewing and socialising. This flow also makes visible the extraordinary number of international galleries – from over 40 countries – that reinforce London's diversity and representation of the global majority. In this way, the fair's spirit of encounter and discovery reflects London's dynamism - an energy and spirit that looks like the future.'

**Alma Luxembourg, Partner, Luxembourg + Co.:** 'Frieze Masters proves to be a great platform to show fresh perspectives on historical art. Our presentation of Alice Baber this year – running across the gallery and the fair – is the first exhibition of Alice Baber's work in the UK in more than sixty years (since 1963). It was met with enthusiasm and interest from collectors and institutions both locally and internationally.'

**Charis Tyndall, Director, Charles Ede:** 'Charles Ede used Frieze Masters as the medium with which to launch our new incarnation, adding 19th and 20th-century pictures to our stock of ancient art. We couldn't be happier with the result, both in the reception of the curation of our stand and the ensuing sales. In total, we have sold a dozen works, split evenly between the two disciplines, and mainly to new clients.'

**Prateek Raja, Co-Founder, Experimenter:** 'We are delighted to return to Frieze London which reaffirms its global reach to draw a mature audience who understands and appreciates the nuances of the fragile times we live in. We had a tremendous reception to our presentation. The Tate Frieze Fund acquired a series of works and we placed several others with private collectors and major institutions from around the world. We've had the opportunity to meet curators and collectors who are new to us as well as people who we know from the past. Also with the new layout, the fair looks better than it ever has as there is so much more to discover, with our colleagues making some exceptional exhibitions at their booths. Overall the week has been truly rewarding and personally gratifying.'

**Freddie Powell, Founder, Ginny on Frederick:** 'We love Frieze – it's our hometown fair so it's really important we show up and we did that with this ambitious presentation. This is an important body of work for Charlotte Edey is her largest, most complex presentation of frames to date and it has received an amazing reaction.'

**Anna Eaves, Director, Brunette Coleman:** 'It's our first year being here and we've loved the energy of the fair, there's an enduring sense of excitement and community especially where we are in the Focus section.'

**Ursula Sullivan, Director, Sullivan+Strumpf:** 'We're thrilled to be participating at the fair for the first time, and for the Tate to acquire a work by Naminapu and it's a huge milestone in her career. There's such an openness to a diversity of artists that we've noticed is really apparent that's enabled us to be here. Everyone is raving about the new design, which we love. We've also seen a very international audience of people from all over the world, seeking out works that may not have resonated many years ago.'



**Nir Altman, Owner, Nir Altman:** 'It has been a brilliant addition. The new architecture of the fair made a huge difference as we saw many new faces and fresh energy. The quality of the fair and the significant quality of the presentations is very impressive. This year has been incredible and the Focus section has been outstanding, and despite the global market, it's been an extremely well-attended edition for collectors, professionals and enthusiasts.'

**Rose Easton, Founder, Rose Easton:** 'We've had a great week and people have responded very positively to Focus being at the front with the new layout. The energy has been great and the reception to the booth has been hugely positive and this will have a huge effect on the trajectory of the exposure of the gallery and our institutional interest.'

**Hugo Wheeler, Co-Founder and Director, Hot Wheels:** 'We love Frieze, and we love being in London, a city that has been so welcoming to us since we opened our space here. We're thrilled to have once again been awarded a prize at the fair.'

**Giovanna Traversa, Co-Founder, Hatch:** 'It's been an amazing fair for us and a great experience. We are very grateful for Pablo José Ramírez's invitation to be in the wonderful curated section, *Smoke*, highlighting his commitment to bear witness to non-Western histories. We're so grateful to Eva for bringing in this section and hope it comes back next year.'

**Emilia Yin, Gallerist, Owner and Director, Make Room:** 'Frieze London has been a wonderful opportunity for our gallery to connect with all of the important institutions in Europe and share our artists Yeni Mao and Yuri Yuan's works in person. It was also great to connect with many collectors we have worked with in person to strengthen the relationships. We look forward to returning next time!'

**Amrita Jhaveri, Owner, Jhaveri Contemporary:** 'We've had a fantastic week at both Frieze Masters and Frieze London. It's been an absolute joy to come back to the Spotlight section at Frieze Masters and see such a positive response to Balraj Khanna, an artist that very few people know: We've sold everything on our stand save for one work which is on hold for a major UK museum. At Frieze London, the new layout really works, and we've had lots of compliments on our stand and have sold very well.'

**Amy Adams, Founder, Adams and Ollman:** 'Again, we came to Frieze to introduce new voices in London and, as usual, collectors are engaged and open. Within three hours on the opening day, we made significant sales from across the presentation including works by Katherine Bradford, Joan Nelson, Kinke Kooi, Mariel Capanna and Lynne Woods Turner.'

**Luigi Mazzoleni, Gallery Owner, Mazzoleni:** 'As Mazzoleni celebrates its 10th anniversary in London this year, Frieze Masters marks an even more integral part of our annual fair programme. The vibrant and optimistic atmosphere during the preview days underscored its significance, as many influential collectors passed through the doors, resulting in multiple sales. Works by Salvo continued to garner significant attention, along with pieces by Giorgio de Chirico, Alighiero Boetti, Alberto Burri, and Agostino Bonalumi - artists for whom the gallery is renowned.'

**Boris Vervoordt, CEO, Axel Vervoordt:** 'We are so happy to be back in London for Frieze Week. Reactions on the first day have been particularly positive to a number of works by Zoran Mušič and Ida Cadorin Barbarigo, from the artists' estates, that are included in our presentation. Several have now found a new home in various European collections.'



**Mauro Ribero, Director, Rossi & Rossi:** 'We are extremely pleased with our initial participation in Frieze Masters. The works of Lain Bangdel and the Southeast Asian modernist artists presented by Grosvenor Gallery received an enthusiastic response from the audience.'

**Aryen Hoekstra, Founding Director, Franz Kaka:** 'We have had wonderful institutional interest and the prominent position of the Focus section in the fair's redesign has played to our benefit.'

**Alison Jacques, Founder, Alison Jacques:** 'The new layout at Frieze has created a fresh energy and we sold to a range of international collectors, some of whom had come to London without necessarily going on to Paris.'

**Aleya Hamza, Director, Gypsum:** 'As a Cairo-based gallery that has been showing at Frieze London since 2016, the fair has always been a moment to reconnect with colleagues and collectors, foster new relationships and spotlight our artists. The new layout has made a huge difference in traffic and visibility around the booth. We are extremely pleased that Dimitra Charamandas's works have been acquired by several important collectors.'

**Gitte Skjødt Madsen, Owner, palace enterprise:** 'It's been such a pleasure to show a conceptual artwork that people respond to in positive and happy ways. Everyone's been smiling. It's been a lot of fun and we've had great conversations. We were lucky to sell the first two editions of the work for between €40,000-60,000. We've been meeting people who we would not have met in Copenhagen, especially new institutions.'

**Min-Young Joo, Senior Director, Johyun Gallery:** At Frieze London, our solo booth featuring recent works by artist Lee Bae provided visitors with a fresh perspective on contemporary Korean art. Notably, most of the works were reserved on preview day, with pieces acquired by collectors and institutions from the UK, Germany, the US, and China. At Frieze Masters, we showcased works by some of the most prominent masters in Korean art. The presentation garnered significant attention, particularly from European collectors and institutions, with Lee Bae's early charcoal works selling out on the opening day.'

**Lucien Tso, Founder, Gallery Vacancy:** 'Frieze London feels like a community, filled with a lot of galleries nurturing and supporting new talent. The new layout has been very exciting for many which has seen Frieze go back to its roots and attract many collectors. Sun Woo's works on our booth were acquired by institutional collections in China, US and Europe.'

**Aeneas Bastian, Owner, Bastian Gallery:** We saw strong interest in iconic works of American Post-War artists, such as Andy Warhol and Robert Rauschenberg. We sold works on paper and paintings by both artists ranging in price from €58,000 to €1.3 million. Overall, this year's edition turned out to be particularly successful for us.'

**Carlton Rochell, President, Carlton Rochell Asian Art:** 'We are delighted with the fair. We have sold 11 works and exceeded \$3 million in sales, and are in discussion regarding other works. Participating in fairs is a great opportunity to meet new collectors, and we are looking forward to being back next year.'

**Eleanor Rines, Owner, 56 Henry:** 'We loved it. We were so happy to meet a lot of new collectors from London and were impressed by how many came from Hong Kong as well. Sales were great, ranging from \$7,000-95,000. By the end of the fair, we only had one left.'

**Gallery Representative, Murmurs:** 'Our first experience at Frieze London has been incredible, exceeding our highest expectations in terms of sales, audience, and response to the artwork. We are so grateful to a part of the 'Smoke' curated section organised by Pablo José Ramírez. All week long we have been hearing feedback from visitors that the curated section was by far their favourite part of the fair. Sales have been enthusiastic



and swift, selling 12 works within a range of \$4,000-\$12,000. We sold the majority of works in the booth plus back stock within the first day of the fair. The remaining sculptures we feel confident will be placed in coming weeks to collectors we connected with during our time here. We look forward to coming back!

### Notable Attendees

Both Frieze London and Frieze Masters saw a strong presence of international collectors including: **Aarti Lohia, Abby Smidt, Agnes Gund, Ahmad Abu Ghazaleh, Alain Servais, Alex Hank, Alexandra Economou, Allison Berg, Andrea Dibelius, Andy and Christine Hall, Anastasia Bukhman, Ariel Fishman, Batia Ofer, Beth Rudin DeWoody, Billie Milam Weisman, Billy Tang, Bob Guo & Carson Guo, Bruce Karatz and Lilly Tartikoff Karatz, Catherine Lagrange, Catherine Petitgas, Charles and Nathalie de Gunzburg, Courtney Petit, Dakis Joannou, Dimitri Goulandris, Dimitris Daskalopoulos, Édouard Carmignac, Edythe Broad, Émilie De Pauw, Erin and Paul Pariser, Eugenie Niarchos, Eugenio Re Rebaudengo, Fady Jameel, Fatima and Eskandar Maleki, Frank Cohen, Füsün Eczacıbaşı, Geraldine Chung, Giancarlo Giammetti, Glenn Fuhrman, Graham Steele, Grażyna Kulczyk, Guy Halamish, Héléne Nguyen-Ban, Irene Panagopoulos, Yassmin Ghandehari, Jason and Michelle Rubell, Jay Noh, Jean Pigozzi, Johannes and Helene Huth, John and Jill Garcia, Justin Gilanyi, Katrin Henkel, Kemal Has Cingillioglu, Kent Kelley, Kiran Nadar, Komal Shah, Lady Ina Sarikhani Weston, Laurent Asscher, Lee Seo-Hyun, Lonti Ebers, Li Lin, Maddie Smoot, Maja Hoffman, Maja Oeri, Malek and María Sukkar, Marielouise Hessel, Mari Hong, Mercedes Vilardell, Mimi Dusselier, Midge Palley, Miyoung Lee, Nadia and Rajeeb Samdani, Nancy Zhang, Nicoletta Fiorucci, Pamela J. Joyner, Patrick Sun, Patrizia Sandretto Re Rebaudengo, Peter Khang, Qiao Zhibing, Robert and Renee Drake, Ruth McLoughlin, Sandhini Poddar, Shane Akeroyd, Shalini Hinduja, Susan and Michael Hort, Sylvie Winckler, Tania Fares, Theo Danjuma, the Salems, the Zabludowicz, Tiqui Atencio and Ago Demirdjian, Tony Lyu, Uli Sigg, Valeria Napoleone, Yan Du, Yan Huo, and Chong Zhou.**

Leading and emerging artists in attendance included **Adam Farah-Saad, Alex Foxton, Allison Katz, Adriana Varejão, Appau Jnr Boakye-Yiadom, Bani Abidi, Barbara Moore, Barbara Walker, Barry Stein, Beatrice Caracciolo, Billy Childish, Charlotte Edey, Charles Gaines, Celia Paul, Danielle Dean, Es Devlin, Emma Prempeh, Füsün Onur, Glenn Brown, Glenn Ligon, Grayson Perry, Helen Marten, Himali Singh Soin, Holly Blakey, Isaac Julien, Jack O'Brien, Jake Chapman, Jeremy Deller, Jenkin van Zyl, Jonas Wood, Julianknxx, Lawrence Lek, Leiko Ikemura, Lewis Hammond, Lion Heartfelt, Lubaina Himid, Marc Lee, Ming Smith, Nathalie du Pasquier, Nairy Baghramian, Nat Faulkner, Nengi Omuku, Nick Waplington, Nicole Wermers, Nour Jaouda, Peter Uka, Rene Matić, Ryan Gander, Shaquéelle Whyte, Shirazeh Houshiary, Wolfgang Tillmans, Yinka Shonibare, Zineb Sedira and Nancy Zhang.**

Additional attendees included prominent arts professionals such as **Abigail Goodman, Alex Farquharson, Anna Orsini, Antonia Carver, Aphrodite Gonou, Atalanti Martinou, Ben Weyerhaeuser, Bengi Ünsal, Bernard Lagrange, Bill Damaschke, Bolanle Tajudeen, Chris Dercon, Christine Kim, Clara Kim, Daniel Merritt, David A. Bailey, Doryun Chong, DooEun Choi, Eva Respini, Franklin Melendez, Glenn Lowry, Gus Casely-Hayford, Hans Ulrich Obrist, Heather Harmon, Hojae Lee, Jessica Morgan, Johanna Burton, Jonathan Akeroyd, Josh Baer, Josef Dalle Nogare, Julie Miyoshi, Justine Simons, Katherine Schaefer, Kelly Taxter, Kulapat Yantrasast, Laura Hyatt, Dr. Louise Bernard, Madeleine Grynsztejn, Madeleine Haddon, Maria Balshaw, Michael Govan, Michael Rubel, Monica Chung, Monetta White, Nicholas Cullinan, Nicola Lees, Olivia Marciano, Osei Bonsu, Patricia Marshall, Patrick Scallon, Pedro Girao, Peter Kahng, Rosario Nadal, Rosy Wu, Sandhini Poddar, Scott Rothkopf, Sheikh Hoor Al-Qasimi, Silvia Karman Cubiña, Simon de Pury, Simon B. Morch, Sohrab Mohebbi, Sook-Kyung Lee, Stefano De Giorgis, Stephanie Barron, Sue Hostetler Wrigley, Tarini Malik, Tristram Hunt, Venus Lau, Victoria Burns, Victoria Siddall, Will Gompertz, Yuki Terase, Zoe Ryan and Zoé Whitley.**



Further attendees from the creative and entertainment industries included **A Sai Ta, Adot Gak, Afua Hirsch, Alain Elkann, André Balazs, Anna Chancellor, Arlo Parks, Benedict Cumberbatch, Bill Murray, Bianca Jagger, Campbell Addy, Catherine Kim, Charles Jeffrey, Charlie Casely-Hayford, Christopher Kane, Chris Walker, Dania Davila, Dexter Navy, Dries Van Noten, Dorothy Wang, Duncan Campbell, Edward Enninful, Emily Eavis, Emma Raducanu, FKA twigs, Fiona Shaw, Foday Dumbuya, Fran Hickman, Gareth Wrighton, GIDEÖN, Grace Wales Bonner, Hamish Bowles, Harris Dickinson, Harris Reed, Holly Blakey, Honey Dijon, Hugh Skinner, Ibby Njoya, Idris Elba, J. James Mackie, Jai Lee, James Massiah, Jan Kennedy, Jefferson Hack, Jessie Ware, Jodie Comer, Jon Gray (Ghetto Gastro), Jonathan Pryce, Jordan Hemingway, Jordan Wolfson, Kai-Isaiah Jamal, Kacion Mayers, Kazeem Kuteyi, Konrad Kay, Kristin Scott Thomas, Lady Shaka, Lulu Kennedy, Malcolm Jenkins, Maya McLaughlin, Matt Bellamy, Mickey Down, Mickey Rourke, Mimi Xu, Nicholas Daley, Nick Rhodes (Duran Duran), Olly Shinder, Pam Hogg, Paria Farzaneh, Princess Angela of Liechtenstein, Princess Julia, Rachel Weisz, Raf Simons, Raven Smith, Rejina Pyo, Roksanda Ilinčić, Rose Gray, Rosh Mahtani, Russell Tovey, Shay Malt, Sienna Miller, Sophie Ashby, Stephen Merchant, Suzy Menkes, Tom Dixon, Tom Ford, Victoria Burns and Yomi Adegoke.**

The fairs also welcomed politicians and royals including **Brandon Johnson, Mayor of Chicago, Lord Charles March, Sir Christopher Bryant MP, The Duke of Richmond, Emma Thynn, Marchioness of Bath, George Osborne, Harry Primrose, 8th Earl of Rosebery, Howard Dawber, British Deputy Mayor for Business, HRH Princess Alexandra, The Honourable Lady Ogilvy, HRH Princess Beatrice, The Honourable Ambassador Jane Hartley of the Embassy of the United States of America, Rishi Sunak and Akshata Murty.**

#### **INSTITUTIONAL PRESENCE**

Together, the two fairs welcomed in the region of 300 museum and institutional groups spanning 43 countries, including: **Alserkal Avenue, Americas Foundation of the Serpentine Galleries, Art Gallery of New South Wales, Art Jameel, Aspen Art Museum, Bass Museum of Art, Belvedere Museum, British Museum, Centre Pompidou, Dallas Museum of Art, Dia Art Foundation, Detroit Institute of Arts, Fondation Beyeler, Fondation Maeght, Galleria Borghese, Garage Museum of Contemporary Art, Guggenheim Bilbao, Haus Der Kunst, Helsinki Art Museum (HAM), Institute of Contemporary Arts (ICA), Instituto Inhotim, Istanbul Modern, Istanbul Museum of Modern Art, J. Paul Getty Museum (The Getty), Judd Foundation, Kunsthau Zürich, LACMA, M+ Museum for Visual Arts and Culture, Mudam Luxembourg, Museum of Modern Art (MoMA), Museu de Arte de São Paulo (MASP), Museu de Arte Moderna de São Paulo (MAM), Museu de Serralves, Museo Nacional Centro de Arte Reina Sofia, Museum Brandhorst, Museum of Contemporary Art Chicago (MCA Chicago), The Museum of Contemporary Art, Los Angeles (MOCA LA), National Gallery of Ireland, National Gallery Singapore, National Portrait Gallery, New Museum, New Museum of Contemporary Art, Palais de Tokyo, Peabody Essex Museum (PEM), Pinault Collection, SculptureCenter, Sharjah Art Foundation, Society for Contemporary Art of the Art Institute of Chicago, Solomon R. Guggenheim Museum, Space K, Speed Art Museum, Tate Americas Foundation, Tate Britain, Tate Modern, The Broad, The Metropolitan Museum of Art, The Munch Museum, The National Gallery, Thyssen-Bornemisza Collection, Ullens Center For Contemporary Art (UCCA), Vancouver Art Gallery, Van Gogh Museum, Victoria and Albert Museum (V&A), Whitney Museum of American Art and Zacheta National Gallery.**

#### **Further Information**

To keep up to date on all the latest news from Frieze, sign up to the newsletter at [frieze.com](https://www.frieze.com), and follow @friezeofficial on Instagram, X and Frieze Official on Facebook.

#FriezeLondon #FriezeMasters #FriezeWeek



–ENDS

### Notes to Editors

**Frieze** is a leading platform for modern and contemporary art dedicated to scholars, connoisseurs, collectors and the general public alike. Frieze comprises three magazines – *frieze*, *Frieze Masters Magazine* and *Frieze Week* – and numerous international art fairs. Frieze is part of the IMG network.

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**Deutsche Bank** is the Global Lead Partner for Frieze Art Fairs, with 2024 marking the 21st year of the partnership. As part of its Art & Culture commitment, Deutsche Bank has supported and collected the work of cutting-edge, international artists for more than 40 years. A global leader in corporate art programs, the bank also runs an Artist of the Year program, as well as its own cultural centre in Berlin, the PalaisPopulaire. All initiatives are based on the strong belief that engagement with art has a strong impact, not only on clients and staff but also on the communities in which the bank operates. Thus, further collaborations such as the Frieze x Deutsche Bank Emerging Curators Fellowship in the United Kingdom, the Deutsche Bank Frieze Los Angeles Film Award in the United States, The Art of Conversation series, and the digital platform Art:LIVE, create access to contemporary art for people all around the world. [art.db.com](https://art.db.com). Instagram: @deutschebankart

