

## Frieze Announces Major Acquisition for the Brooklyn Museum through The LIFEWTR Fund

### The Brooklyn Museum Acquires Work by Ed Clark

May 2, 2018



Image Credit:  
Ed Clark  
*Untitled*, 1978-80  
Acrylic on canvas  
168 x 195 cm  
66 x 77 in  
Courtesy of Weiss Berlin and the artist  
Photography: Studio Lepkowski  
Photo by Gunter Lepkowski

Today at Frieze New York, the Brooklyn Museum (New York) acquired *Untitled* (1978-80), a large-scale abstract painting by the American artist Ed Clark, which will join the museum's permanent collection through The LIFEWTR Fund. LIFEWTR, a premium water brand committed to advancing and showcasing sources of creativity, contributed \$100,000 to support the Brooklyn Museum's acquisition purchased at Frieze New York. The LIFEWTR Fund, which launched at Frieze New York 2017, follows a tradition of museum acquisition funds at Frieze Fairs, with the 2003 establishment of the Tate Fund at Frieze London, which has supported the acquisition of more than 100 works for the national collection.

The Brooklyn Museum acquired the painting, *Untitled* by Ed Clark from Weiss Berlin Gallery which is currently presenting a solo show of the artist's paintings at Frieze New York 2018. The gallery is participating in the fair's Spotlight section which is curated once again this year by Toby Kamps (Blaffer Art Museum, University of Houston) and dedicated to 20th-century artistic pioneers.

The acquisition was selected by the 2018 panel including the Brooklyn Museum’s Shelby White and Leon Levy Director, **Anne Pasternak**; Deputy Director & Chief Curator, **Jennifer Chi**; along with curators **Eugenie Tsai, Catherine Morris, Ashley James, and Carmen Hermo**. The fund is chaired and organized by **Olga Osminkina**, Vice President, Hydration & Innovation, Global Beverage Group, PepsiCo.

The Brooklyn Museum is both a leading cultural institution and a community museum dedicated to serving a wide-ranging audience. The Museum contains one of the nation's most comprehensive and wide-ranging collections, spanning 5,000 years of human creativity from cultures in every corner of the globe. Launched last year, The LIFEWTR Fund made possible the Museum’s acquisition of *Untitled* (1971) by **Virginia Jaramillo**.

Anne Pasternak, Shelby White and Leon Levy Director of the Brooklyn Museum, said: “We’re so grateful to Frieze and LIFEWTR for the continued partnership and opportunity to acquire this important work by Ed Clark from the late 1970’s—the first work of the artist’s to enter our collection. The acquisition further deepens our commitment to African American artists and we’re thrilled to include the painting in our upcoming exhibition, *Soul of a Nation: Art in the Age of Black Power*, which will also include the work by Virginia Jaramillo that we added to our collection last year through the support of the fund.”

Olga Osminkina, said: “LIFEWTR is committed to advancing emerging artists in everything we do. We are so proud that The LIFEWTR Fund can make a lasting impact and deliver on our purpose of supporting the creative community. Frieze and the Brooklyn Museum are wonderful partners, now close members of our family, and together we are committed to supporting creativity one initiative at a time.”

Loring Randolph, Artistic Director, Frieze Fairs added: "Following the fund’s exceptional acquisition last year by Virginia Jarmaillo – the work of which has been touring from Tate Modern to Crystal Bridges Museum of American Art, and soon will be at the Brooklyn Museum – it is not surprising to me that LIFEWTR has the vision and desire this year to deepen its commitment to the fund with a \$100,000.00 contribution. I want to personally thank LIFEWTR for their partnership with Frieze, especially for their contribution to Frieze New York and to the Brooklyn Museum with the large increase of the dollar amount for the acquisition fund. This is an enormous contribution to the cultural fabric of this city – and the Brooklyn Museum could not be more deserving of this gift.”

**For more information please contact:**

**Press Contact:**

Resnicow and Associates  
Adriana Elgarresta  
[resnicow.com](http://resnicow.com)  
tel: +1 212 671 5169  
[aelgarresta@resnicow.com](mailto:aelgarresta@resnicow.com)

**Frieze Contact:**

Michelangelo Bendandi  
[frieze.com](http://frieze.com)  
tel: +44 203 372 6111

[michelangelo.bendandi@frieze.com](mailto:michelangelo.bendandi@frieze.com)

**LIFEWTR Contact:**

Katie Cwayna  
LIFEWTR.com  
tel: +1 231 638 2461  
[kcwayna@hlgrp.com](mailto:kcwayna@hlgrp.com)

Download image [here](#)

---

**Notes to Editors:**

**About The Brooklyn Museum** Founded in 1823 as the Brooklyn Apprentices' Library Association, the **Brooklyn Museum** contains one of the nation's most comprehensive and wide-ranging collections enhanced by a distinguished record of exhibitions, scholarship, and service to the public. The Museum's vast holdings span 5,000 years of human creativity from cultures in every corner of the globe. Collection highlights include the ancient Egyptian holdings, renowned for its objects of highest world-class quality, and the arts of the Americas collection, which is unrivaled in its diverse range from pre-Columbian relics, Spanish colonial painting, and Native American art and artifacts to 19th- and early 20th-century American painting, sculpture, and decorative objects. The Museum is also home to the Elizabeth A. Sackler Center for Feminist Art, which is dedicated to the study and exhibition of feminist art and is the only curatorial center of its kind. The Brooklyn Museum is both a leading cultural institution and a community museum dedicated to serving a wide-ranging audience. Located in the heart of Brooklyn, the Museum welcomes and celebrates the diversity of its home borough and city. Few, if any, museums in the country attract an audience as varied with respect to race, ethnicity, socioeconomic status, educational background, and age as the audience of the Brooklyn Museum.

**LIFEWTR**, supporter of The LIFEWTR Fund, is a premium water brand committed to advancing and showcasing sources of creativity. LIFEWTR has been named the Official Global Water and Emerging Program Partner for Frieze and has entered into a wide-ranging, multi-faceted global partnership with Frieze that will further the brand's commitment to supporting emerging artists through various touchpoints, beginning with a robust activation at Frieze New York that includes the introduction of The LIFEWTR Fund, a series of panel discussions around the theme "Art Beyond Borders" and the announcement of LIFEWTR's sponsorship of the Frieze Academy.

**Frieze:** 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. Additionally, Frieze organizes a program of special courses and lectures in London through Frieze Academy. 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 announced the launch of Frieze Los Angeles, which will open February 14–17, 2019 at Paramount Pictures Studios, Los Angeles.