

Frieze Week Los Angeles Reveals Sites for Barbara Kruger's *Untitled (Questions)*, with Major Installations Including Historic Union Station and NeueHouse Hollywood

Frieze is pleased to reveal the locations for Barbara Kruger's public art project *Untitled (Questions)*, which will be realized throughout the city for Frieze Week Los Angeles, February 10 – 16. Frieze has collaborated with Kruger on the central campaign for Frieze Week, featuring twenty questions created by the artist and displayed on digital billboards, light pole banners, murals, print and digital media. *Untitled (Questions)* is part of the expanded Frieze Week program of exhibitions and events that will run throughout the second edition of Frieze Los Angeles.

Los Angeles County Metropolitan Transportation Authority (Metro) and Union Station, the Streamline Modern-Spanish Colonial Revival landmark in downtown Los Angeles, will exhibit *Untitled (Questions)* in the Union Station Passageway Art Gallery. Alternating between English and Spanish, Kruger's interventions will be installed in a long corridor within this historic crossroads of Southern California's public transportation system. This location is co-presented by Frieze Los Angeles and Metro Art.

A further special presentation of Kruger's series will also be realized at NeueHouse Hollywood which will feature a major mural on the facade of the landmark 1938 CBS Radio Building and Studio. The iconic building was restored by owner Kilroy Realty and designed by Swiss-born architect William Lescaze. This location is co-presented by Frieze Los Angeles and NeueHouse, supported by Kilroy Realty.

At The Standard, Downtown LA, another converted mid-century landmark — formerly the Superior Oil Building, constructed in 1956 — will host a large-scale artwork on the 6th Street Mural wall that reads 'WHOSE JUSTICE?' This location is co-presented by Frieze Los Angeles and The Standard.

Organized by Frieze Los Angeles Executive Director Bettina Korek, the project brings Kruger's provocations/interrogations, which are indeterminate and open

to subjective interpretation, into physical proximity with the public. Korek said: 'We are extremely honored to have collaborated with Barbara on the Frieze Week campaign, her work stands on its own and speaks for itself. This project trusts that in an age of distraction, people still pay attention. It's quintessential how her choice of words balances directness and ambiguity, how they invite a viewer to read into what is being asked as well as what isn't. We are so grateful to the partners who have collaborated with us to bring this iconic, iterative, thought provoking project to sites around the city.'

Frieze Los Angeles acknowledges support from partners that have made the presentation of this artwork possible: Los Angeles Tourism and Convention Bureau, West Hollywood Design District, West Hollywood Travel and Tourism, Jessica Rich and the City of West Hollywood, Shelli Azoff and The Forum, Allison and Larry Berg, Banc of California Stadium, and Los Angeles Football Club, Tim Geary, Jon Goss, Meredith Rogers, Josh Wyatt and NeueHouse, Kilroy Realty and Lauren Phillips, The Standard, and Metro. Frieze Los Angeles also extends thanks to its media partners for presenting this artwork: *frieze*, *KCET*, *The Art Newspaper* and *ArtNews*.

Overview of sites:

Project: Street Banners (with Los Angeles Tourism and Convention Bureau)
Description: 179 street banners throughout Los Angeles
Address: locations across Los Angeles

Project: Street Banners (with West Hollywood Design District)
Description: street banners in West Hollywood Design District
Address: locations across West Hollywood

Project: West Hollywood Digital Billboard / 8410 Sunset Blvd. (with the City of West Hollywood, thanks to Jessica Rich)
Description: two digital billboards, arranged vertically
Address: 8410 Sunset Blvd., West Hollywood, CA 90069

Project: West Hollywood Digital Billboard / 9039 Sunset Blvd. (with the City of West Hollywood, thanks to Jessica Rich)
Description: two digital billboards, arranged horizontally
Address: 9039 Sunset Blvd., West Hollywood, CA 90069

Project: The Forum digital marquee
Description: digital billboard / marquee outside

Address: 3900 W Manchester Blvd, Inglewood, CA 90305

Project: Banc of California Stadium (with LAFC)
Description: eight digital billboards around the stadium
Address: 3939 S Figueroa St, Los Angeles, CA 90037

Project: NeueHouse, Hollywood
Description: mural on Sunset Blvd.
Address: 6121 Sunset Blvd, Los Angeles, CA 90028

Project: The Standard, Downtown LA
Description: on the 6th Street Mural wall outside of the The Standard,
Downtown LA
Address: 550 Flower St, Los Angeles, CA 90071

Project: Union Station (Metro)
Description: 36 lightboxes with transparencies, featuring 12 questions in English
and 12 questions in Spanish (on view beginning February 13, 2020)
Address: 800 N Alameda St, Los Angeles, CA 90012

FURTHER INFORMATION

To keep up-to-date on all the latest news from Frieze, sign up to our newsletter at frieze.com, and follow @FriezeArtFair on Instagram, Twitter and Frieze Art Fairs on Facebook. #FriezeArtFair #FriezeLA #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

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.

About Metro: The Los Angeles County Metropolitan Transportation Authority (Metro) is building the most ambitious transportation infrastructure program in the United States and is working to greatly improve mobility through its Vision 2028 Plan. Metro is the lead transportation planning and funding agency for L.A. County and carries about 1.2 million boardings daily on a fleet of 2,200 low-emission buses and six rail lines. Metro Art enhances the customer experience with innovative, award-winning visual and performing arts programming that encourages ridership and connects people, sites and neighborhoods throughout Los Angeles County.

Stay informed by following Metro on The Source and El Pasajero at metro.net, facebook.com/losangelesmetro, twitter.com/metrolosangeles and twitter.com/metroLAalerts and instagram.com/metrolosangeles.

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design, publishing, the arts, entertainment and philanthropy. With locations in New York and Los Angeles, NeueHouse is the pre-eminent place to work, create, collaborate and be inspired.

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