

Frieze New York Press Release  
February 7, 2020

## Frieze New York 2020 to Feature Major New Collaboration with Collective Design

### Curated by Libby Sellers, Special Exhibition Features Iconic 20th-Century and Contemporary Design and Art Objects

Frieze today announces a special exhibition organized by **Collective Design** at the 2020 edition of Frieze New York. Curated by **Libby Sellers**, the exhibition follows Frieze New York's collaboration with Javier Téllez and Outsider Art Fair in 2019 to provide new perspectives and draw diverse audiences to the fair. Tracing the technological developments of color within the fields of design and art, this special exhibition featuring iconic 20th-century and contemporary design marks the first exhibition dedicated to design at Frieze. Taking place on Randall's Island Park from May 6-10, 2020, Frieze New York is supported by global lead partner Deutsche Bank, continuing a shared commitment to artistic excellence.

'Color and Production: From the Atom to the Void' will be presented as part of Frieze's celebrated anchor program of collaborations, exhibitions and talks. Historical, modern and contemporary design objects and artworks will trace the developments of color in both art and design, from an illuminated manuscript to a timely look at contemporary designers and artists that are turning back to pre-industrial materials.

Curator **Libby Sellers** said: 'The drive to discover, exploit and transform materials into color has been central to artistic practice since pigment was first applied to cave walls. So many of the colors we experience today are, however, not from nature but from industry. The exhibition seeks to chart this flow in order to explore how color has been deployed, detached and liberated from such forces.'

Participating New York and European design galleries include **Friedman Benda, Galerie Kreo, Giustini Stagetti, Volume Gallery, Donzella, Hostler Burrows, Established & Sons, Gabrielle Ammann and Urban Architecture** with works by **Ettore Sottsass, Shiro Kuramata, Hella Jongerius, Gaetano Pesce, Maarten Baas and Formafantasma.**



Art galleries participating in the exhibition include **David Zwirner, Sean Kelly Gallery, Andrew Kreps, Massimo De Carlo, Ingleby and Bortolami** with diverse works in various media by **Josef Albers, Bertrand Lavier, Joseph Kosuth, David Batchelor, Bruno Munari, Donald Judd, Sheila Hicks and Dan Flavin.**

Frieze New York Director **Loring Randolph** stated: 'Expanding on the conversations generated by the exceptional solo, dual, and curated group presentations from galleries in the main section of the fair, Frieze New York is constantly exploring new ways to engage with the most exciting issues of our time through institutional collaborations, curated exhibitions, public art projects, talks, and more. Art and design live side by side in many of our homes and hearts, and I am thrilled to bring design into the conversation this year at Frieze New York through our collaboration with Collective Design.'

Collective Design Director **Steven Learner**, who organized the presentation, stated: 'This collaboration with Frieze signals an exciting evolution for Collective Design's program, offering a new format for presenting collectible design and art to one of the world's most influential audiences. From our founding in 2013, we have sought to progressively and critically reflect changes in the design community and the ways that collectors discover new works. This capsule exhibition, through thoughtful curatorial direction provided by Libby, will create a compelling dialogue between the two disciplines.'

#### **FURTHER INFORMATION**

To keep up-to-date on all the latest news from Frieze, sign up to our newsletter at [frieze.com](http://frieze.com), and follow @FriezeArtFair on Instagram, Twitter and Frieze Art Fairs on Facebook. #FriezeArtFair #FriezeNewYork #FriezeWeek

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## NOTES TO EDITORS

### Frieze New York Opening Hours

Wednesday Preview, May 6 invitation only.

(Private View from 5-8pm.)

Thursday Preview, May 7, 11am-7pm

Friday, May 8, 11am-6pm

Saturday, May 9, 11am-6pm

Sunday, May 10, 11am-6pm

**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.

**Collective Design** was created by architect Steven Learner in 2013 with the support of the gallerists, designers, collectors and curators to present a current vision of collectible design from 20th century masters and today's emerging talent. The annual spring fair hosted important historical and contemporary presentations with leading international institutions, organized ambitious site-specific projects with today's top talent, and curated experimental showcases of new works. Collective Design has engaged with the design community through studio visits, talks and special programs, engaging both veteran collectors and those new to design. Guided by a mission to move beyond traditional boundaries of art and design fairs, Collective Design continues to evolve into exciting new formats including a curated exhibition of design and art within Frieze New York in May 2020.

**Libby Sellers** is a design historian, curator and writer based in London. She was former curator of London's Design Museum and supported emerging design through her eponymous gallery. Now Libby focuses on focusses on consultancy and curation for public institutions and private galleries. She lectures internationally, authored numerous essays, catalogues and publications on design and in 2014 she was honored by the British Women of the Year awards as a Woman of Achievement in the Arts.

**Steven Learner** is an architect, interior designer and creative director based in New York. Since 1996 his eponymous architecture and interior design firm has created widely published buildings and interiors including a noted family's personal contemporary art museum. In 2013 Learner founded Collective Design, creating the first modern vintage and collectible design show in New York.

**Loring Randolph** is the Director of Frieze New York, overseeing Frieze's relationships with galleries, institutions, and patrons in the Americas, and the artistic programming, strategy and direction of Frieze New York. She additionally launched Frieze Sculpture at Rockefeller Center in 2019 and leads its second iteration in 2020. Randolph heads up the team behind Frieze fairs in New York and represents the organization as a Director internationally. Previously she worked with Casey Kaplan gallery as the partner of the eponymous gallery.

**Victoria Siddall** oversees all Frieze fairs in her role as Global Director. She has worked with Frieze since 2004 and was Head of Development before she launched Frieze Masters in London in 2012. In November 2014 Siddall was appointed Director of all Frieze Fairs, taking over the running of Frieze London, Frieze New York and now Frieze Los Angeles, in addition to Frieze Masters. Siddall is also Chair of the board of trustees of Studio Voltaire, a non-profit gallery and artist studio complex in south London.

## Partners

**Deutsche Bank** is the Global Lead Partner for Frieze Art Fairs and 2020 will be the 17th consecutive year they have supported the fair in a partnership that has strengthened and developed over that time.

Deutsche Bank has been supporting the work of cutting-edge, international artists for 40 years and has distinguished itself as a global leader in corporate art programs that are part of the Bank's Art, Culture & Sports commitment. Deutsche Bank believes that engagement with art has a positive impact, not only on clients, visitors and staff but also on the communities in which the bank operates.

This year at Frieze New York, as a celebration of 40 years of the collection, the exhibition in the Deutsche Bank Wealth Management Lounge will highlight 40 key artists from its corporate collection in the US.

Deutsche Bank is Germany's leading bank, with a strong presence in Europe and a significant presence in the Americas and Asia Pacific. It provides commercial and investment banking, retail banking, transaction banking and asset and wealth management products and services to corporations, governments, institutional investors, small and medium-sized businesses, and private individuals.

**Randall's Island Park, New York:** Randall's Island Park is administered by the Randall's Island Park Alliance (RIPA), a public-private partnership with the NYC Dept of Parks and seeks to realize the unique potential of 330 waterfront parkland acres anchoring Manhattan, the Bronx, and Queens. RIPA works with the City and local communities to provide an innovative and exciting destination through a wide range of sports venues, cultural events, and environmental exploration. As the dedicated steward of Randall's Island Park, the Alliance sustains, maintains, develops and programs the Park to support the wellbeing of all New Yorkers. The Park offers miles of waterfront pathways, almost nine acres of wetlands, an urban farm, a track, and field stadium, a golf center, a 20-court tennis center, and over 60 playing fields. RIPA is proud to host Frieze New York for their eight year return to New York City. For more information, please visit <http://www.randallsisland.org/>.