

Frieze Launches LA Fair

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by Pat Rogers

[Frieze](#) announced today it will launch a new annual contemporary art fair in Los Angeles. Premiering February 14 -17, 2019, Frieze LA will be held at Paramount Pictures Studios, a historic studio lot located in Hollywood, and joins [Frieze New York](#), Frieze London and Frieze Masters on the international art-world calendar. The new edition also reflects Los Angeles' position as a global arts capital, according to the announcement.

For Frieze LA, Bettina Korek has been appointed as the fair's Executive Director, who will work with Victoria Siddall, Director of Frieze Fairs, to launch the inaugural edition of Frieze LA. In addition, curator Ali Subotnick will oversee a site-specific program of artist projects and film at the fair. Paired with Frieze New York, the bi-coastal fairs will present a unified voice for Frieze in the Americas, according to the art fair.

"So many great artists and writers have lived and worked in Los Angeles, a city with an incredibly rich landscape of museums, galleries and art schools which play a pivotal role in the international art world," stated Victoria Siddall in the announcement. "Frieze LA will add an exciting new dimension to this thriving cultural scene...As with all our fairs, Frieze LA will be at the heart of a dynamic week during which international collectors, curators and artists will come together to engage with and appreciate the city and everything that makes it great."



Frieze Outdoor Sign. Courtesy Graham Carlow and Frieze

Frieze LA plans to feature around 60 "significant and forward-thinking galleries" from across the city and around the world with a fair program designed to celebrate the dynamic and diverse

culture of Los Angeles and its global contributions to the visual arts, according to Frieze.

New Frieze LA Executive Director Bettina Korek brings over 15 years of art world experience as an arts advocate, writer, and founder of ForYourArt, according to the announcement. A native of Los Angeles, Korek has organized the Participating Gallery program for the Getty's Pacific Standard Time initiatives and is a member of the Los Angeles County Arts Commission.

Los Angeles-based curator [Ali Subotnick](#) is a former curator at the [Hammer Museum](#) (Los Angeles), where she is currently Adjunct Curator. In addition, Subotnick co-curated the inaugural edition of the Hammer's biennial exhibition "Made in LA" (2012). For Frieze LA, Subotnick will oversee a site specific program of artist projects and film.

Participating galleries, programs and further curators will be announced later this year.

BASIC FACTS: Frieze LA will take place February 14-17, 2019. The next Frieze fair will be Frieze New York, taking place May 4-6 2018, with Preview Days on May 2 and May 3, 2018.

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