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Why Frieze Sculpture represents a new chapter for the New York fair



Jose Dávila's 'Joint Effort' (2019) © Timothy Schenck/Frieze/Sean Kelly

Frieze Sculpture has been a successful part of Frieze's London fair since 2005, but this is the first time it has opened in another city. It represents a strategic attempt to make the fair more accessible, literally and figuratively. Randall's Island, though technically in Manhattan, is sometimes seen as far-flung: a 2012 article in the *New York Observer* about the fair's inaugural New York edition was titled, "Frieze Art Fair Is Coming to Randall's Island! So How the Hell Do You Get There?" and featured the journalist's Dantesque on-foot journey from the mainland.

"Coming to an art fair is very intentional," says Victoria Siddall, director of the Frieze fairs. "You have to know that you're interested in art and that you're going to buy a ticket and you're going to come and see it on that day. And so one of the things that's beautiful about the sculpture exhibit is that people will stumble across it."

Frieze Sculpture is "an opportunity for us to make some contribution to the city and do something that is free and outdoors for everybody," she adds. "The fair only lasts for five days and we sell out of tickets, so only a limited number of people can see it. Whereas this feels much more open and free, and a lot more people can potentially benefit."