



# **BOLD NEW DESIGN & CURATORIAL INNOVATIONS TO POWER-UP FRIEZE LONDON & MASTERS 2024.**

*By Mark Westall • 4 July 2024*

Share –   

Bold new design & curatorial innovations power-up  
Frieze London & Masters 2024.

Frieze gets ready for Art Basel Paris with a bold new design for Frieze London and curatorial direction at Frieze Masters.



---

*Entrance Area © A Studio Between*

Taking place concurrently from 9th – 13th October 2024 in London's Regent's Park, both fairs will emphasize artists and discovery while showcasing a commitment to innovation and visitor experience.

This year Frieze London will feature a ground-breaking new layout by the design practice A Studio Between. At Frieze Masters, the premier fair spanning six millennia of art – from rare antiquities and major European paintings to important modern works and singular artists working today – an artist-centred approach will debut with an expanded Studio section and a refined floor plan.

*We're thrilled to unveil our plans for the upcoming Frieze London and Frieze Masters,*

*This year's architectural and curatorial innovations continue to push the boundaries and, together, the two events offer an unparalleled opportunity to experience a wide breadth of works, across generations and geographies. By introducing this new approach, both Frieze London and Frieze Masters reaffirm their status as unmissable destinations for art collectors and enthusiasts.*

*Kristell Chadé (Executive Director of Fairs, Frieze).*

In the reconfigured layout and entrance at Frieze London, greater prominence will be given to the fair's curated sections, including the return of the celebrated Artist-to-Artist and this year's themed section, Smoke. In addition, upon entering the fair visitors will encounter a pair of stands, selected annually by the Frieze London committee, each showing an exceptional solo artist presentation. This initiative aims to ensure that every year new voices benefit from an increased visibility. At

Frieze Masters, a refined architectural plan by Annabelle Selldorf will encourage visitors to draw artistic connections between a compelling range of objects from different times and places.

## **FRIEZE LONDON**

The new design of Frieze London reimagines the traditional fair layout, introducing a dynamic and immersive environment that encourages exploration and discovery. Highlights of the redesign include:

**Expanded Space and Fluid Layout:** The redesigned space allows for a more seamless flow between galleries. This open-plan approach not only maximises the areas for exhibitors but also creates a more engaging and accessible atmosphere. Additionally, a new entrance design features expansive windows that bring views of the surrounding park into the fair and harness natural light.

**Interactive Zones and Social Hubs:** In response to the evolving needs of the art community, the new layout also includes convening spaces within the tent designed to foster a sense of community and encourage meaningful interactions among artists, collectors and art enthusiasts.



---

*Overall Diagram © A Studio Between*

**Enhanced Visitor Amenities:** The redesign also focuses on improving the visitor experience, including comfortable seating areas, new dining options and enhanced accessibility features. The aim is to provide a welcoming and inclusive environment for all attendees.

With over 160 galleries from 43 countries, Frieze London 2024 promises to be a landmark year, with its innovative design setting a new standard. The fair features a core contingent of London-based exhibitors, with 56 operating spaces in the city. These include some of London's defining spaces: Arcadia Missa, Carlos/Ishikawa, Sadie Coles HQ, Thomas Dane Gallery, Emalin, Stephen Friedman Gallery, Alison Jacques,

Lisson Gallery, Kate MacGarry, Victoria Miro, Modern Art, Maureen Paley and White Cube. **Leading international galleries** at the fair include Gagosian, Goodman Gallery, Hauser & Wirth, Gallery Hyundai, Tina Kim Gallery, Lehmann Maupin, Pace Gallery, Perrotin, Almine Rech, Thaddaeus Ropac, Esther Schipper, Sprüth Magers and David Zwirner.

---

*Jesse Darling Big Dipper, 2023 Welded steel Approx 390 x 190 x 504cm Installation view, Turner Prize 2023. Photography: Tom Carter; Courtesy of the Artist, Chapter NY, New York, Arcadia Missa, London, Galerie Molitor, Berlin and Galerie Sultana, Paris- Frieze London & Masters 2024*

*Our visitors this year will find the fair reimagined, with solo presentations and emerging artists front and centre, in a demonstration of Frieze's commitment to the most exciting art being made today. Our new layout also features more spots for conversation and exchange, fostering meaningful interactions between galleries and visitors. These changes promise fresh experiences and new perspectives – I look forward to everyone rediscovering Frieze London this October*

*Eva Langret (Director, Frieze London)*

**Artist-to-Artist**



---

*Peter Uka Transit Point, 2023 Oil on canvas 200 x 300 cm Courtesy of the artist and Mariane Ibrahim- Frieze London & Masters 2024*

After debuting to widespread praise, Artist-to-Artist returns as a cornerstone of the fair's artist-driven programme with six solo presentations, each selected by a world-renowned artist. All of the nominators are known for their support of new voices, aligning with the section's commitment to fostering connections across Frieze's global network. This year, Artist-to-Artist will feature Appau Jnr Boakye-Yiadom proposed by Glenn Ligon (Champ Lacombe, Biarritz), Rob Davis proposed by Rashid Johnson (Broadway, New York), Nengi Omuku proposed by Yinka Shonibare (Pippy Houldsworth Gallery, London), Massinissa Selmani proposed by Zineb Sedira (Selma Feriani Gallery, Tunis), Magda Stawarska proposed by Lubaina Himid (Yamamoto Keiko Rochaix, London) and Peter Uka proposed by Hurvin Anderson (Mariane Ibrahim, Chicago, Paris, Mexico City).

## **Smoke**

Organised by Pablo José Ramírez (Curator, Hammer Museum, Los Angeles), this new themed section will present ceramic works that explore diasporic and indigenous histories. Smoke will bring together international artists at the forefront of the medium today – whose practices mine pre-colonial traditions to use clay in expanded forms – demonstrating ceramics as one of the most impactful aesthetic forms in contemporary art.

---

*Noe? Marti?nez Racimo 3, 2022 Image by Evan Jenkins Courtesy of the artist and PATRON Gallery  
-Frieze London & Masters 2024*

Smoke pays tribute to El Animal Humo (the Smoke Animal), Humberto Ak'abal's story of an enigmatic creature made of smoke who emanates from the soil as a sublime and disturbing manifestation of nature. The featured artists – among them Manuel Chavajay (Pedro Cera, Madrid, Lisbon), Noé Martínez (Patron, Chicago), Lucía Pizzani (Cecilia Brunson Projects, London), Christine Howard Sandoval (parrasch heijnen, Los Angeles), Ayla Tavares (Galeria Athena, Rio De Janeiro and Hatch, Paris) and Linda Vallejo (parrasch heijnen, Los Angeles) – explore the potential of counter-archaeology, the continuum of ancestry and the ways in which materials can bear witness to diasporic movements.

### **Focus**

---

*Hannah Morgan Animula; Mud Time Fissures in Tethered Descent (installation), 2023 Hand carved alabaster, Hand bent steel framework with surface drawing All dimensions and colour variable  
Courtesy of the artist and Xxijra Hii*

Frieze's long-standing section dedicated to fostering a community of young galleries is this year advised by Joumana Asseily (Founder, Marfa'), Piotr Drewko (Founder, Wschód), and Cédric Fauq (Chief Curator, CAPC musée d'art contemporain, Bordeaux). With its newly prominent placement, Focus will feature numerous new spaces this year that define London's vibrant young gallery scene: Brunette Coleman, Rose Easton, Ginny on Frederick, Harlesden High Street, Nicoletti, Public, Soft Opening, South Parade and Xxijra Hii. Complementing the strong contingent of local galleries, international exhibitors span five continents, with participants including 56 Henry (New York), El Apartamento (Havana, Madrid), Selebe Yoon (Dakar) and Stars (Los Angeles). Focus is presented in collaboration with Stone Island, whose bursaries further aid young galleries' participation in the fair alongside Frieze's existing support.

---

*littlewhitehead Shadows waste the dawn, 2022 aluminium, steel, acrylic paint, G9 led lamp, nylon, dye, goose down, buttons 23 x 66 x 24 cm Courtesy of the artists and Nir Altman*

## **Editions**

Featuring limited-edition artworks created by leading international artists, Editions creates opportunities for new audiences to collect at affordable prices. Participants in 2024 include Borch Editions (Copenhagen), Counter Editions (Margate), Cristea Roberts Gallery (London), Knust Kunz Gallery Editions (Munich), Paragon (London) and STPI (Singapore).

## **FRIEZE MASTERS**

With 130 galleries from 26 countries, Frieze Masters 2024 once again promises to be an unmissable

showcase of centuries-old art alongside more recently made works by distinguished artists. This year's fair will see a new artist-centred approach in which the inspiration of historic global cultures to artists is vividly highlighted. Visitors will benefit from a series of refinements including an expanded Studio section of the fair and a redefined floor plan to encourage creative connections across art history.

The fair features a cohort of major galleries including Galerie Chenel, Sam Fogg, Gagosian, Richard Green, Dr. Jörn Günther Rare Books, Johnny Van Haeften, Hauser & Wirth, Lehmann Maupin, Skarstedt and Axel Vervoordt. Following the sustained success of the Frieze Masters section in Seoul, the fair in London will also see participation from leading Korean dealers Arario Gallery, Gana Art, Hakgojae Gallery and Johyun Gallery.

Frieze Masters also continues to provide a platform for specialist galleries to present rare and lesser-known works. This year sees a particularly strong contingent of experts in ancient Asian art, and galleries such as Gisèle Croës s.a (Brussels), Rasti Fine Art (Hong Kong), Carlton Rochell Asian Art (New York), Rossi & Rossi (Hong Kong), Tenzing Asian Art (San Francisco, Hong Kong) and Thomsen Gallery (New York) will introduce visitors to fresh perspectives and new discoveries, enriching the overall fair experience.

The line-up includes first-time participants including Afridi (London), Bijl-Van Urk Masterpaintings (Alkmaar), Galatea (Salvador, São Paolo), Galerie Léage (Paris), Tilton Gallery (New York) and Trias Art Experts (Munich), who will present alongside established dealers supporting new generations including Offer Waterman and Ben Hunter.

## **Studio**

---

*Nathalie Du Pasquier Untitled, 2024 Oil on canvas 100 x 100 cm Courtesy of the artist and Pace Gallery*

Expanded in its second year, Studio, curated by [Sheena Wagstaff](#), invokes a place of making in which an artist's sense of the historical past lights a spark of invention, which manifests as an object for the future. This year's lineup features solo presentations by singular artists Beatrice Caracciolo (Paula Cooper Gallery), Isabella Ducrot (Sadie Coles HQ, Galerie Gisela Capitain and Standard (Oslo)), Nathalie Du Pasquier (Pace Gallery),



Shirazeh Houshiary (Lisson Gallery), Kim Yun Shin (Lehmann Maupin), Mernet Larsen (James Cohan), Thaddeus Mosley (Karma), Doris Salcedo (White Cube), Nilima Sheikh (Chemould Prescott Road) and Adriana Varejão (Victoria Miro).

## Spotlight

---

*Nasreen Mohamedi Untitled, 1970s Black and white photograph 10 x 15 in Courtesy of the artist and Volte Art Projects*

Led by Valerie Cassel Oliver, Spotlight presents solo presentations of 20th-century artists. The celebrated

feature section focuses on both overlooked artists and lesser-known works by established figures, dating from the 1950s to the 1970s. Artists featured this year include Judy Chicago (Gavlak), Kulim Kim (Gana Art), Balraj Khanna (Jhaveri Contemporary), Donald Locke (Alison Jacques), Nasreen Mohamedi (Volte Art Projects) Nabil Nahas (Lawrie Shabibi), Nil Yalter (Ab-Anbar) and more.

## Frieze Week

During Frieze Week in October, major institutional exhibitions will take place throughout the city, drawing audiences from around the globe. Highlights include Francis Bacon: Human Presence at the National Portrait Gallery; solo exhibitions of Lygia Clark and Sonia Boyce at Whitechapel Gallery; Michael Craig-Martin at the Royal Academy of Arts; Van Gogh: Poets and Lovers at the National Gallery; Mike Kelly: Ghost and Spirit and Mire Lee's Turbine Hall Commission at Tate Modern; Nicola L. at Camden Art Centre, alongside Jack O'Brien, recipient of the 2023 Camden Art Centre Emerging Artist Prize; Hew Locke at the British Museum and Haegue Yang: Leap Year at the Hayward Gallery.

**PLUS** The Frieze London and Frieze Masters programmes will include special projects and activations, including the return of the **Frieze London Artist Award** and much-loved **Frieze Masters Talks**, alongside collaborations with key UK arts organisations and public institutions. **Frieze Sculpture**, the celebrated public art initiative curated by [Fatos Üstek](#), will coincide with the two fairs and run 18th September through 27th October 2024 in The Regent's Park's English Garden

## Categories

ART FAIR NEWS

ART NEWS

ART NEWS LONDON

## Tags

FRIEZE

FRIEZE LONDON

FRIEZE LONDON 2024

FRIEZE MASTERS

FRIEZE MASTERS 2024

## **Author**

**Mark Westall**

Mark Westall is the Founder and  
Editor of FAD magazine -

## **Related Posts**

**Blue Marine Foundation &  
Christie's present Blue: Art  
for the Ocean**

**In 2024 Frieze will continue  
to help strengthen the UK  
Arts Ecosystem.**

Blue Marine, a charity dedicated to protecting the ocean and tackling overfishing, one of the world's biggest environmental problems, has [...]

In 2024 Frieze will continue to present a series of initiatives and acquisition funds that continue to bolster the UK arts ecosystem.

### **Frieze Seoul 2024 full programming revealed by Frieze.**

Today, Frieze announced the full slate of programming at Frieze Seoul 2024

### **Choi Goen has won the 2024 Artist Award at Frieze Seoul.**

Today Frieze revealed that South Korean artist Choi Goen has won the 2024 Artist Award at Frieze Seoul supported for [...]

## **Trending Articles**

---

## **The Top 5 Central London Exhibitions to see over Summer**

Migration, Apartheid, isolation, Queens and X-rays.

---

## **Little Simz to curate Tate Modern Late**

On Saturday 31st August, Tate Modern Lates launches a unique collaboration with award-winning rapper, singer and actor Little Simz

---

## **The Top 5 Art Exhibitions to see in South London this Summer**

A furry car, the Taj Mahal, a temple of sound, stained glass art and Dominican folklore.

---

## **Are oil paintings the new NFT?**

Are oil paintings the new NFT? Zien, have announced a new collaborative drop with the artist Parker Ito



Join the FAD newsletter  
and get the latest news and  
articles straight to your  
inbox

\* indicates required

Email Address\*

First Name

Last Name

Subscribe

## Partners

[The Armory  
Show](#)

[Art  
Brussels](#)

[Brussels Gallery  
Weekend](#)

[FriezeListeVarious  
Others](#)

[VoltaArt of  
Conversation](#)

## Credits

[About FAD Magazine and Privacy Policy](#)

[Advertise on FAD magazine](#)