

## **Frieze London 2016**

**October 5-9, Regents Park, London**

Frieze London will return to Regents Park, London from October 5 to 9, 2016. This year's fair brings together more than 160 of the world's leading galleries, alongside the fair's celebrated non-profit program of ambitious new artist commissions and talks. In 2016 the fair will debut a new gallery section, *The 90s*, recreating seminal exhibitions from the decade, alongside the return of sections *Focus* and *Live*, the definitive platforms for emerging galleries and performance art respectively. Frieze London coincides with Frieze Masters and the Frieze Sculpture Park, and is supported by main sponsor Deutsche Bank for the 13th consecutive year. More information on the Fair is available at <http://friezelondon.com/>.

This year's presentation in the Deutsche Bank Lounge at Frieze London showcases Sarnath Banerjee, who is famous for his bold and humorous works, centred on universal themes, common experiences and his Indian background and culture. Banerjee describes himself as a recorder of a rapidly changing world - "In ten pages you can describe a whole universe. That's the power of text and image". The installation in the Deutsche Bank Lounge will be large and colourful, encompass image and text and will center on the theme 'The Wandering Mind'. The Lounge links to a commissioned artwork Banerjee is doing for a new Deutsche Bank building in Canary Wharf where each floor of artworks form a chapter of a book.

### **2016 Frieze London Date & Timings:**

Frieze London will open on **Wednesday, October 5 at 10:00am** (breakfast available in DB Lounge) and access to the Fair starting at 11:00am on Preview Day. The Fair runs through to Sunday October 9.

### **Frieze London Dinner:**

This year, the Frieze London dinner will be held the night prior to preview day, on **Tuesday, October 4** – venue TBC.

### **Ticket Costs:**

- Dinner + 10:00 AM Preview tickets - £770 each (\$1,028 based on current exchange rate)
- 10:00 AM Preview tickets - £300 each (\$400 based on current exchange rate)
- 2:00 PM Preview tickets - £250 each (\$333 based on current exchange rate)
- Day Passes - £150 each (\$200 based on current exchange rate)

### **Client Nominations:**

- Please use the template attached to nominate your clients for Frieze tickets and the dinner. Requests will be reviewed by management, and I will let you know if we are able to accommodate your requests by the end of July. At that point you will then need to obtain compliance approval, prior to sending the invitation, which will be provided when you are notified your client is approved to attend. As a reminder, clients are responsible for their own travel and hotel.
- Due to the exclusivity of the event, please ensure the places are filled with high-level key clients

If you have any questions, please contact Sarah.



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