

Frieze New York  
Press Release  
April 17 2014



## **Frieze New York 2014: Education Program Announced**

Frieze is pleased to announce details of the Education program for Frieze New York 2014. Combining workshops for high school students with visiting groups of school children to this year's fair, the Education program at Frieze New York aims to encourage a collaborative working process and create an awareness of current practice in the contemporary art world.

Sponsored by Deutsche Bank for the third consecutive year, Frieze New York will host a wide-ranging program for visiting public school groups from local underserved areas, with a focus on children from districts adjacent to Randall's Island: East Harlem and the South Bronx. In 2013 the fair hosted 600 school children from all five boroughs of New York, encouraging their exploration of Frieze with a series of guided tours and art workshops that focused on color theory. Included in this year's program are groups from: Banana Kelly High School, Frank Sinatra High School, Pablo Neruda Academy, Bronxwood High School, High School of Art and Design and Bronx High School for the Visual Arts. Also visiting the fair will be Teen Project Studio, an intensive art program that engages local Bronx teens and this year focuses on the use of digital technology to reach new audiences for art.

A new addition to the 2014 program is a series of workshops for high school students who are already engaged in the study of art. Participants in the Education program have an existing association with local non-profit and museum groups, including those from the Brooklyn Museum, Queens Teens, The Bronx Museum Teen Council and alumni from the Studio Museum, Harlem. The student workshops will follow the process of an artwork from its moment of inception to its display at the fair, as well as all the steps in between. Participants will develop an understanding of the professions and roles in the field of contemporary art from artists, studio assistants and fabricators to dealers, curators and art critics.



The workshops take their point of departure from work being created by New York-based artist Florian Meisenberg, who will show with Simone Subal Gallery at Frieze New York 2014. At the fair Meisenberg will present an installation that uses both painting and video to simulate the qualities of what he describes as ‘an airport terminal’, in particular its sense of a transitional space in which people are in the midst of coming and going. The Education program workshops will take place ahead of the fair and include visits to Meisenberg’s studio and the Simone Subal Gallery as well as sessions for discussion and video interviews. These workshops will culminate at the fair, giving students access to a professional network within the arts industry that fosters both personal and professional growth.

‘The Deutsche Bank Americas Foundation has supported youth programs that combine education and art, two of our core focus areas, for over 20 years’, said Jacques Brand, CEO, Deutsche Bank North America and Chairman, Deutsche Bank Americas Foundation. ‘I’m thrilled that the Frieze Art Fair will also support this effort by bringing contemporary art work from around the world to hundreds of students throughout New York City.’

Frieze New York 2014 will take place May 9–12, 2014, presenting over 190 of the world’s leading galleries with an associated curated program of artist projects, talks and education activities. Frieze New York is housed in a bespoke temporary structure located in the unique setting of Randall’s Island Park, overlooking the East River and is sponsored by Deutsche Bank for the third consecutive year.

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**Notes to Editors:**

**Frieze New York 2014**

Established in 2012 by Matthew Slotover and Amanda Sharp, the third edition of Frieze New York will feature over 190 of the world's leading contemporary galleries, with 53 participants from the fair's host city. Situated in Randall's Island Park, Frieze New York is sponsored by Deutsche Bank for the third consecutive year. Frieze New York follows the establishment in 2003 of Frieze London, one of the world's most influential contemporary art fairs which takes place annually in Regent's Park, London.

**Simone Subal Gallery**

Simone Subal opened her gallery on the Lower East Side of New York in 2011. Simone Subal represents a range of American and European artists including Erika Vogt, Julien Bismuth and Kiki Kogelnik.

**Florian Meisenberg**

Florian Meisenberg (b. 1980, Berlin) lives and works in New York. He graduated from the Kunstakademie Düsseldorf, Germany in 2010 and presented his first solo show in the USA in 2011. He is represented by Simone Subal Gallery, New York.

## **Frieze New York 2014 – Information**

### **Public opening dates:**

Friday, May 9

Saturday, May 10

Sunday, May 11

Monday, May 12

### **Preview**

Thursday, May 8

### **Tickets**

[friezenewyork.com](http://friezenewyork.com)