

Art Fairs

Frieze Masters Opens With Moderate Sales and an Opportunity for Dealers to ‘Play’

The London fair opens to VIPs in Regent's Park today.

Julia Halperin, October 3, 2018

Art fairs have been getting a bad rap lately. They're too expensive. They're ruining the art-viewing experience. They keep people from going to galleries. They reward uniformity.

It seems, however, that someone forgot to tell all of this to Frieze Masters, the tony sister of Frieze London dedicated to art from before 2000, which opened to VIPs on Wednesday. Dealers here largely abandon the greatest-hits strategy that can make art fairs feel like anonymous, expensive strip malls. Instead, they use their stands to show off their curatorial ingenuity, collaborative spirit, and intellectual verve.

[...]

Meanwhile, London's Robilant + Voena sold a plaster bust of Napoleon's younger sister Caroline Bonaparte by Canova with an asking price of €890,000 and an 18th-century painting by Tiepolo listed at €600,000. Among other early sales was a painting by Korean artist Lee Ufan for \$155,000 at Pace and a stately sculpture of a seated lion from the mid-2nd century for £65,000 at Sam Fogg.



A bust by Canova in front of a work by Enrico Castellani at Robilant + Voena's stand at Frieze Masters. Photo: Julia Halperin

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