Museum Group Menu
Frieze London & Frieze Masters
Regent’s Park, London
13-18 October 2015
Preview Day for both fairs
Tuesday 13 October
frieze.com
VIP PROGRAMME

We have put together an exciting program of exclusive events taking place across London’s major institutions and galleries. The below activities form part of the official VIP Programme. They each feature introductory remarks and a chance to see the shows outside of opening hours. This provides a great networking opportunity - guests include collectors and art professionals invited as Frieze’s special guests.

The VIP team is also on hand to advise on:

- Access to the fair for your group on the Preview, Tuesday 13 October
- Private or curator led tours of the fair and its special sections
- Private tours of museums and galleries
- Access to private collections and artist studios
- Preferential rates at London’s leading hotels
- Restaurant recommendations & group bookings (at the fair and in London)
- Transport recommendation

**October 12/ Monday**

**8.30-10am**  
**The Waddesdon Bequest**  
British Museum

Introductory remarks by curator Dora Thornton and private view of the new presentation of *The Waddesdon Bequest*, which has been made possible by the generosity of The Rothschild Foundation. The Waddesdon Bequest is a collection of nearly 300 objects, left to the Museum in 1898 by Baron Ferdinand Rothschild and it consists of exceptionally important and beautiful medieval and Renaissance pieces, as well as a number of 19th-century fakes.

**12.30-2.30pm**  
**ICA and K11 Art Foundation: Zhang Ding: Enter the Dragon, 2015**  
**Prem Sahib Smiler, Photographs by Mark Cawson**  
ICA

Champagne reception and buffet lunch with Executive Director Gregor Muir.

**4-5.30pm**  
**2015 Annual Commission: Jon Rafman**  
**Charles Richardson**  
Zabludowicz Collection

Afternoon tea and introduction to the Jon Rafman and Charles Richardson exhibitions.
7-9pm  **EY Exhibition: The World Goes Pop**  
**Hyundai Commission 2015: Abraham Cruzvillegas**  
Tate Modern

Opening reception and private view of the *Hyundai Commission 2015: Abraham Cruzvillegas* in the iconic Turbine Hall. Also on view will be the *EY Exhibition: The World Goes Pop*, an explosive exhibition that connects the dots between art produced around the world during the 1960s and 1970s, showing how different cultures and countries responded to the movement from Latin America to Asia, and from Europe to the Middle East.

**October 13/ Tuesday**

9-10.30am  **Serpentine Galleries Tour**  
Serpentine Galleries

Breakfast view of the *Jimmie Durham* show and the *Serpentine Pavilion 2015* designed by selgascano at the Serpentine Gallery. Private view of the *Rachel Rose* exhibition. to follow at the Sackler Gallery.

**All Day**  **Frieze London 2014 Preview Day**  
Enterance opposite Gloucester Gate, Regent’s Park

The first opportunity for VIPs to visit Frieze London. Over 160 of the world’s leading galleries exhibit works by contemporary artists. This year, for the first time, both fairs will open at the same day and same time.

**All Day**  **Frieze Masters 2014 Preview Day**  
Enterance off Park Square West, Regent’s Park

The first opportunity for VIPs to visit Frieze Masters. Over 130 galleries from around the world exhibit art from the ancient era through to the year 2000. This year, for the first time, both fairs will open at the same day and same time.

**October 14/ Wednesday**

8.30-10am  **Frank Auerbach**  
**Barbara Hepworth: Sculpture for a Modern World**  
Tate Britain

Introductory remarks by curator and private view of *Frank Auerbach*. Also on view, *Barbara Hepworth: Sculpture for a Modern World*. 
8.30-10am  **Giacometti: Pure Presence**  
National Portrait Gallery

Breakfast preview of the major exhibition *Giacometti: Pure Presence*. Refreshments will be served from 8.30 with an introduction to the exhibition at 8.45 with Dr Nicholas Cullinan, Director and Paul Moorhouse, 20th Century Curator.

9-10am  **Goya: The Portraits**  
National Gallery

Private view and introduction to this exhibition of Francisco de Goya y Lucientes’s most outstanding portraits, including paintings, drawings and miniatures. Viewers will have the opportunity to engage for the first time with the full range of Goya’s rich development as a portraitist.

10-11am  **Thea Djordjadze**  
South London Gallery

Champagne brunch and tour of the *Thea Djordjadze* show hosted by Director, Margot Heller.

11am-12.30pm  **Frieze Sculpture Park Tour**  
English Garden at Regent’s Park

Special view with Clare Lilley, Director of Programme at Yorkshire Sculpture Park. Introduction at 11.15am. The Sculpture Park, located in the English Garden at Regent’s Park, exhibits works from Frieze London and Frieze Masters exhibitors.

6-8pm  **Eddie Peake**  
*The World of Charles and Ray Eames*  
Barbican

Installation and performances in The Curve by Eddie Peake and exhibition preview of *The World of Charles and Ray Eames* in the Barbican Art Gallery.

6-8pm  **East End Night**

Galleries and non-profits will be open for exhibition viewings. Full details on the VIP website.
6-8pm  The Gap: Selected Abstract Art from Belgium, curated by Luc Tuymans
Parasol unit foundation for contemporary art

Private view of The Gap curated by the renowned Belgian artist, Luc Tuymans who will bring into dialogue the work of abstract artists in Belgium from two different generations.

This event will be part of the East End Night.

6.30-10pm  Emily Jacir: Europa
The Barjeel Foundation Collection: Debating Modernism
Whitechapel Gallery

Preview hosted by Director Iwona Blazwick of the first UK survey of artist Emily Jacir. Bringing together almost two decades of sculpture, film, drawings, large-scale installations and photography, Emily Jacir: Europa offers a unique, artistic perspective on Europe, Italy and the Mediterranean in particular. Also on view is Barjeel Art Foundation: Debating Modernism, telling the story of Arab art from the modern to the contemporary.

October 15/ Thursday

9.30-11am  Newport Street Gallery

Private tour of the show at Damien Hirst’s Newport Street Gallery. The museum will present solo or group exhibitions deriving from Hirst’s diverse art collection, which he has been acquiring since the late 1980s. Exhibition during Frieze week to be announced July 1st.

6-8pm  West End Night

Galleries and non-profits will be open for exhibition viewings. Full details on the VIP website.

7-9pm  Ai Weiwei
Royal Academy

Private view of the Ai Weiwei exhibition in the Main Galleries of Burlington House, followed by drinks in the Academicians’ Room.
7-9pm  **An Evening of Performances**  
DRAF (David Roberts Art Foundation)

DRAF’s celebrated annual Evening of Performances returns to present London-based artist Caroline, Swiss choreographer and artist Alexandra Bachzetsis, legendary German performance artist John Bock, Brooklyn-based electronic music act Light Asylum and Glasgow spoken word artist and performer Sue Tompkins.

**October 16/ Friday**

9-10am  **The Fabric of India**  
Victoria and Albert Museum

Private view and introductory remarks by curator Rosemary Crill. *The Fabric of India* will be the first major exhibition to explore the rich and fascinating world of handmade textiles from India.

6.30-8.30pm  **Ben Rivers**  
Camden Arts Centre

Champagne reception and private view hosted by Director Jenni Lomax to celebrate 50 years of inspiring art. In the galleries, British artist and filmmaker Ben Rivers presents two new films in dialogue with a selection of his previous works.

**October 17/ Saturday**

9am-10am  **Bridget Riley: Learning from Seurat**  
**Soaring Flight: Peter Lanyon’s Gliding Paintings**  
The Courtauld Gallery

A guided tour of the exhibition *Soaring Flight: Peter Lanyon’s Gliding Paintings* and the special display *Bridget Riley: Learning from Seurat*. 
PRACTICAL INFORMATION

Both Frieze London and Frieze Masters will open at the same day and time this year with a Preview Day on Tuesday 13 October.

Frieze London Opening Hours

Wednesday 14 October 11am–7pm
Thursday 15 October 11am–7pm
Friday 16 October 11am–7pm
Saturday 17 October 11am–7pm

Frieze London has a daily VIP Hour 11am–12pm

Frieze Masters Opening Hours

Wednesday 14 October 11am–7pm
Thursday 15 October 11am–7pm
Friday 16 October 11am–7pm
Saturday 17 October 11am–7pm
Sunday 18 October 11am–6pm

Please note that Frieze Masters does not have a daily VIP Hour but it’s open one additional day, Sunday 18 October

FRIEZE LONDON LOCATION

Frieze London is located in the south of Regent’s Park with the entrance off Park Square West.

Frieze London is less than five minutes walk from Regent’s Park tube station. Baker Street and Great Portland Street tube stations are also close by.

FRIEZE MASTERS LOCATION

Frieze Masters is located in the north-east corner of Regent’s Park and can be accessed from the Outer Circle near Gloucester Gate.

Frieze Masters is less than ten minutes walk from Camden underground station.

FRIEZE SHUTTLE SERVICE

A complimentary shuttle service operates between Frieze London and Frieze Masters at regular intervals. It is a 15 minute walk through the park between the fairs.
TOURS OF THE FAIRS

Booking a private tour of the fair is an excellent way to gain an overview of what is on offer, discover something new, or navigate the fair with a specific interest in mind.

Tours can be bespoke and tailored to your interests, or they can be broad and present you with a selection of exciting highlights including the specially commissioned Frieze Projects.

HOSPITALITY AND GROUP HOTEL BOOKINGS

There are many opportunities to entertain groups at the fair, including brunches, lunches and cocktail receptions at one of our on-site restaurants, which include Michelin starred Italian and Japanese restaurants.

We have also negotiated special rates at London’s leading hotels.