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Dealers Proclaim a Return to Form for Frieze New York, With Healthy Sales Across the Spectrum and Increased International Traffic

The VIP preview was packed with buyers looking to spend.

The latest edition of Frieze New York, which relocated to the Shed in Hudson Yards in 2021 from its former home on Randall's Island, opened to throngs of VIPs yesterday. Dealers reported brisk sales as crowds navigated up and down the escalators to check out nearly 70 exhibitors across multiple levels and focused sections throughout the day.

That gallery number is still a fraction of the capacity Frieze used to have when it was held at a bespoke tent on Randall's Island in the East River, starting in 2012, when it hosted roughly 190 galleries annually, but visitors have largely embraced the new venue. Frieze New York was one of the first major fairs to attempt a physical comeback in 2021, amid still-strict mask and capacity protocols at the time. As with many other major fairs that returned in a somewhat scaled-down format or in fits and starts, the overall fair vibe finally feels back to pre-pandemic normal. And that includes a flood of first-day sales.

In its return to form, galleries were not taking too many chances, and sought to impress with focused solo presentations and palatable paintings.

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Sam Lipp, Pollution twink (2022). Courtesy of Derosia.

Among other sales reported by the end of VIP day, Los Angeles gallery Château Shatto, exhibiting in the Focus section dedicated to galleries under 12 years old, sold out a presentation of paintings by Julia Yerger in the \$10,000 to \$12,000 price range. Mitre, a first-time Focus exhibitor from Brazil's Belo Horizonte, sold out their presentation of Marcos Siqueira, while nearby, downtown entrant Derosia closed sales of paintings by Sam Lipp in the range of \$8,000 to \$20,000.