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# THE ART NEWSPAPER

FRIEZE ART FAIR THURSDAY 12 OCTOBER 2006

## More top collectors than ever before First night report on Frieze

LONDON. "We're just praying it doesn't rain," said Frieze tent architect Jamie Fobert before the fair opened to a select 600 VIPs at 11am yesterday. His prayers were not answered, and an hour later the heavens opened and deluged the tent, causing a flood between the Gagosian and Bonakdar stands (E8 and D8) and closing the entry ramp. "Fortunately everyone important was already inside," said Maureen Paley (D7). And indeed all the major collectors were already there.

Weaving through the aisles was the French billionaire and owner of Christie's, François Pinault, occasionally passing by Patricia Marshall, who buys for his arch-rival, LVMH owner Bernard Arnault. She quickly negotiated the purchase of David Noonan's silkscreen on birchply *Untitled*, 2006, for \$10,000 at Hotel (E18). The work may end up in Mr Arnault's new



Gwyneth Paltrow and Kate Moss at the fair yesterday

museum in Paris designed by Canadian architect Frank Gehry, set to open in 2009.

Fresh from buying Jeff Koons' *Cracked Egg (Blue)*,

for about \$3.5m at Gagosian Gallery across town, the Los-Angeles based collector Eli Broad was spotted deep in conversation with Simon Lee

(D12).

The Miami-based collectors Mera and Don Rubell made a beline for Hauser & Wirth (C6), while

their fellow Miami collector Rosa de la Cruz and retired New Jersey management consultant David Teiger gathered around Contemporary Fine Arts (D2) where an enormous Jonathan Meese, *Dr Pound Daddy*, 2006, the last of an edition of three, sold for €180,000 (\$216,000) within 20 minutes of opening. The Manchester-based collector Frank Cohen immediately bagged a 2006 triptych of skulls by Yan Pei-Ming (detail above right), at Massimo de Carlo (E7) for €200,000 (\$240,000). Dakis Joannou's Deste Foundation in Athens was thought to be the buyer of Ashley Bickerton's *Green Reflecting Heads with Hula Girls*, 2006, which sold for around \$150,000 at Lehmann Maupin (F18). The same gallery also sold Tracey Emin's print *Rosettes* to New York collector Jane Holzer for \$75,000.

Other major collectors



A panel from Yan Pei-Ming's triptych, which sold to Frank Cohen for €200,000

spotted walking through the stands included Charles Saatchi with the Italian, Swiss-based collector Jean Pigozzi.

Friedhelm Hütte, said that he and fellow director of the Deutsche Bank Collection, Ariane Grigoteit, had just bought Hiroshi Sugimoto's triptych, *Mathematical Forms: Curves*, 2004, from Gallery Koyanagi (A2). Peter Simon of Monsoon bought a group of ten

# Even the celebrities are up on last year

## First night report on Frieze

colourful paintings on lead by German artist Günther Forg from Thomas Dane (E1), adding to his already substantial corporate collection, which will be housed in a specially commissioned building near Louise MacBain's new art foundation in West London, opening in 2008.

### Star quality

Once again, the celebrities were out in force at the fair opening. Gwyneth Paltrow bought a Darren Almond photograph at Matthew Marks (C5) while fellow Hollywood star Jude Law told *The Art Newspaper* he collects work by the Italian artist Luisa Lambri (Luhring Augustine, B11); he was later seen eyeing up the Rupert Norfolk installation *I-beams*, 2006, at Dicksmith (F30). Supermodel Claudia Schiffer told us she bought three cut-outs by Simon Periton, *Paving Stones, Melancholia, Untitled* from Sadie Coles (C8) while Kate Moss said she "only collects a bit" and would not reveal any further details.

Elle Macpherson said she liked Richard Prince's *Untitled Cowboy*, 1999, at Gagosian Gallery (D8) while celebrity photographer Mario Testino was keen on Simon Ling's *Untitled*, 2006, priced at £8,500 (\$15,300) at greengrassi (B4). "I like buying the unknown and spending little money," he confided.

Italian fashion designer Valentino (recently seen playing himself in "The Devil Wears Prada") told us he liked *Tea Time Garden*, 2006, by Haluk Akakçe at the Approach (B9).

Artist Maurizio Cattelan whose Wrong Gallery installation was the talk of the fair yesterday (p1) spent a good 20 minutes at Magnus Karlsson (F9) and bought three 2006 sculptures by Klara Kristalova, *Flood* (right), *Stiff Arm* and *Day and Night*.

"I feel like the fair's up 100% in the quality of its collectors. I'm blown away," said London and Zurich dealer

Iwan Wirth. "We're seeing all the big-time European collectors," said Carolyn Ramo, director of Nicole Klagsbrun (F19).

However, Manchester collector Frank Cohen bemoaned the bullish market saying: "You want to pay young prices for young artists, but the £10,000-20,000 price tags have gone out of the window." And Michaela Neumeister of Phillips de Pury auction house, which has just opened a new saleroom in London, said: "I think it's a good fair but it's also frustrating to new collectors, because so much of the great material is pre-sold to major buyers. The newer collectors don't really have a chance, unless they're advised by someone like Philippe Ségalot [whose clients include François Pinault]."

And while the conventional wisdom used to hold that nothing much could sell at over \$100,000 in Frieze, Ms Neumeister says: "I don't think you can get anything very serious for less than \$100,000 these days."

Indeed, Wirth confirmed that the price points are rising at Frieze. "The most expensive piece we took to the last edition cost \$250,000," he says. "This year, we brought a half-million dollar Paul McCarthy and it sold right away. Last year, we couldn't have got that price here."

**Georgina Adam, Marc Spiegel, Ossian Ward and Gareth Harris**

With additional reporting by Louisa Buck, Rami Kim and Helen Stoilas



Gwyneth Paltrow bought Darren Almond's *Day for Night—Hitachi Sakura*, 2006 from Matthew Marks Gallery (C5)



Kate Moss



Artist Maurizio Cattelan bought Klara Kristalova's *Flood*, 2006 (left), from Galleri Magnus Karlsson (F9) while actor Jude Law said he was "extremely interested" in Edward Kay's *Pasha*, 2006 (right) with Dicksmith Gallery (F30)

