



ART FARE

Artist Andy Freeberg has spent the past few years making clever, observational photographs at several of the large art fairs, featuring the living dioramas that gallery booths have increasingly become.

Photography by Andy Freeberg

PHOTOGRAPHY BY ANDY FREEBERG, COURTESY OF PAUL KOPEIKIN GALLERY

Marlborough, Art Basel, 2010.
Paintings by Ad Reinhardt

If you're here in Miami right now, you know it's no secret that art fairs have helped transform the business of contemporary art and are progressively redefining the art world of the 21st century. Photographer Andy Freeberg became intrigued by this phenomenon and has created a series of witty photographs, appropriately titled *Art Fare*, examining the myriad interactions—the schmoozing, the deals, the boredom, the camaraderie, the history—that occur in the dealers' booths. Represented by Culver City-based Kopeikin Gallery (which is exhibiting the work at Miami Project this week), Freeberg's images actually

make us want to slow down and take a long look at these temporary, unparalleled artist communities. "Gallery owners and their staffs are usually hidden behind large entry desks and closed office doors," Freeberg says. "But at the major art fairs I've visited, like Art Basel Miami Beach and Art Basel in Switzerland, they're in plain view in their booths, as if onstage. You can see art dealers meeting with collectors, selling and negotiating, talking on cell phones, working on laptops, and manipulating touch-screens in 21st-century postures newly adapted for the latest electronic devices. I found the lighting, costumes, and set design excellent for photographing these stages, where the art world plays itself."



Chuck Close with an Andy Warhol print at Gagosian Gallery's booth, Art Basel Miami Beach, 2009.



Andrea Rosen booth, Art Basel Miami Beach, 2010, featuring work by Wolfgang Tillmans.



Sean Kelly booth, Art Basel Miami Beach, 2010.
Painting by Kehinde Wiley.



Spinello Projects booth, Pulse New York, 2010,
with a painting by Zachari Logan.



Blum & Poe booth, Art Basel Miami Beach, 2010,
with work by Alex Katz.

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