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## Frieze Turns to Edgy Galleries

London's contemporary art fair looks to new galleries in Peckham, Dalston and Vauxhall to inject excitement into the annual event

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Gabriele Beveridge, 'Uh Sweet Sugar Light,' 2016 PHOTO: GABRIELE BEVERIDGE

Some of the funkiest offerings at Frieze London this year come from galleries off the beaten path. As collectors and dealers flock to Regent's Park for the contemporary art fair, which runs Thursday to Sunday, many are finding it worthwhile to step outside the well-trodden circuit of Mayfair neighborhood galleries in search of edgier pickings from newer galleries in South and East London.

The fair's "Focus" section for emerging galleries this year features six London dealers, from neighborhoods including Peckham, Dalston, and Vauxhall, up from five last year. "This year marks the beginning of a new wave of London dealers," says Frieze artistic director Jo Stella-Sawicka. "You can see there's a new generation appearing."

Participating in Frieze is still a milestone for young galleries, says New York-based art adviser Lisa Schiff. It's useful for collectors as well. "If I just keep seeing the same artists over and over again, that's not interesting to me," she says. "The best thing I can do is go to a fair and discover something new."

While many blue-chip galleries in the main section offer a mix of their best stock from a variety of artists, younger galleries often bet on more economical—and perhaps impactful—solo presentations.

"There are so many galleries, and we're all competing to have a voice," says Will Jarvis, co-founder of the Sunday Painter, in Southeast London's hip Peckham neighborhood. "We aim to treat [the booth] more like an exhibition." The gallery will show a single installation by London-based artist Rob Chavasse: a stack of plasterboard, diverted from a factory and temporarily on display before journeying on to a distributor.



Rob Chavasse, 'The morning after the night before,' 2016 PHOTO: ROB CHAVASSE, THE SUNDAY

Other new galleries are playing with the conventions of an art fair. At Seventeen gallery in Dalston, East London, an installation by Canadian artist Jon Rafman invites viewers to sit on a giant sculpted snake and strap on Virtual Reality headsets. The VR film begins inside what looks like a traditional art fair, replete with thin walls and cubed booths, but the setting soon alters. “The space starts to morph and change and melt down,” says Attilia Fattori Franchini, associate director at Seventeen, which will open a new space in New York next month.

Chewday’s, which operates out of a tiny former Polish grocery store in Vauxhall, South London, and is participating in Frieze for the first time, has placed Neolithic-era idols on a glowing, white plinth. The antiquities appear surrounded by new mixed-media work by London-based artist Gabriele Beveridge, mounted on plain gray walls. “It’s an inversion of display convention,” says founder Tobias

Czudej, adding that the gallery is about the size of his booth at Frieze. Mr. Czudej ran a series of curated projects under the gallery's name for three years before finding a permanent space in 2015.

Nearby, in "Focus," Carlos/Ishikawa is exhibiting dark paintings featuring bloody women by London-based artist Darja Bajagić (who also has a show at their Whitechapel space) and an installation by Lloyd Corporation, an artist duo. The gallery, which has had a spot at the fair since 2012, has found success championing breakout artists like Oscar Murillo.

A few blocks away from the Sunday Painter in Peckham, Arcadia Missa has built a reputation for innovative shows and publications. At Frieze, the gallery is showing a colorful aluminum piece by London-based artist duo Hannah Quinlan & Rosie Hastings, as well as minimalist paintings by Dean Blunt, and an installation of tall chairs by Jesse Darling. The gallery, located under a railway arch, has a booth in the "Focus" emerging gallery section for the first time this year. Founder Rozsa Farkas is expecting visitors to remark on the fact that the walls are straight. "Having a booth at Frieze will probably be posher than our gallery space."