

ADVERT



The big three:
ART FESTIVALS



Do you know your PAD from your LAPADA? Your modern masterpieces from your Old Masters? Fear not, **Rebecca Wallersteiner** explains each of London's big three art festivals and points out what to look for



The big three:

#1 LAPADA ART & ANTIQUES FAIR



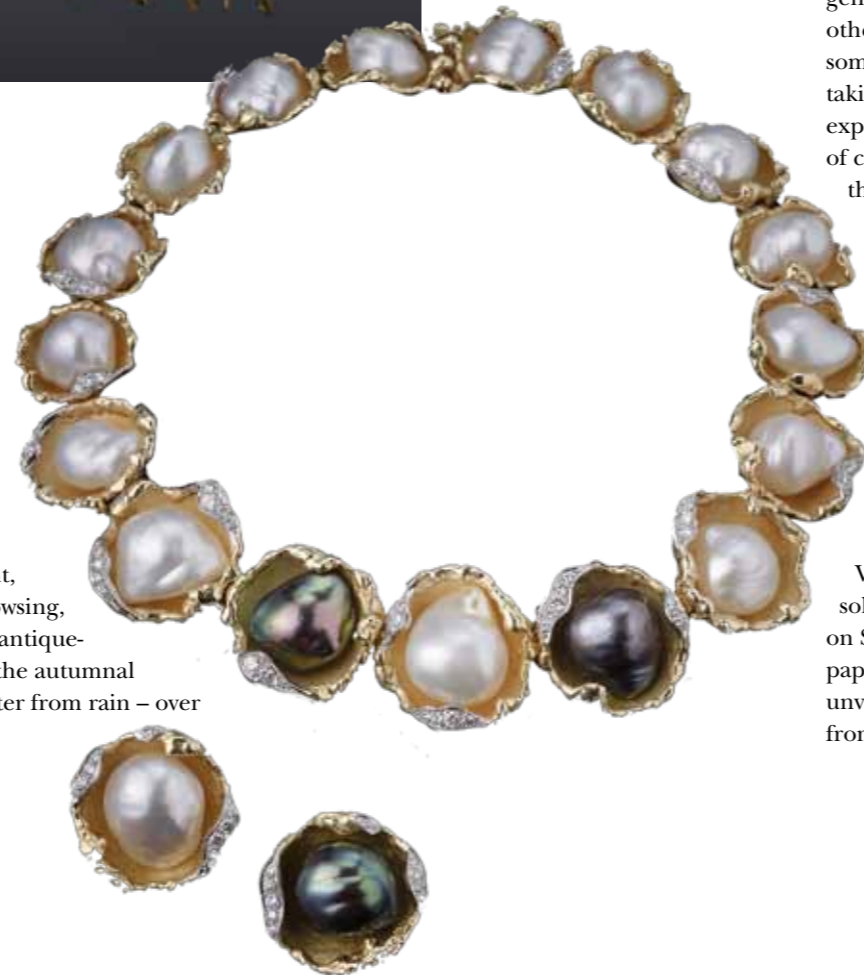
25-29 September 2013

Celebrate the fifth LAPADA Art & Antiques Fair this autumn

This is the time to celebrate culture, with three of Europe's hottest art fairs promising to make London the capital city for the industry this autumn. Whether you plump for Frieze London, LAPADA or PAD – or all three – all offer collectables for almost all artistic tastes with a vast range of leading experts at hand, who will be happy to advise you.

First on the list is LAPADA, housed in Mayfair's greenest spot, Berkeley Square. The fifth LAPADA Art & Antiques Fair opens autumn's art season on 25 September. This popular annual event offers a gentler pace than the frenetic high energy of Regent's Park's

Frieze, and has everything from antique furniture, jewellery, Chinese jade, silver, glass, rugs, textiles and sculpture. Held in a marquee in Mayfair's leafy Berkeley Square, it encompasses a bar and terrace restaurant, so after some eclectic browsing, you can rendezvous with antique-loving friends and enjoy the autumnal bursts of colour – or shelter from rain – over a glass of Bollinger and a



lobster cocktail lunch. And with this year's gastro-advisers being celebrity chefs Mark Hix and James Martin – it's bound to be a tasty affair.

Since its inception in 2008, the fair has attracted exhibitors from the elite of the art and antique world. You can be confident of quality as only members of LAPADA, the UK's largest trade association for professional art and antiques dealers, can exhibit and all items are vetted by a team of 50 experts. On the whole, the fair attracts an older and friendlier crowd than Frieze. Last year it drew more than 17,000 visitors, including well-heeled Mayfair shoppers, affluent businessmen and international collectors. Originally focusing on antiques and precious jewellery, the fair has recently expanded to include vintage clocks and watches, aeronautica and tribal art. This year's event has attracted a number of top international exhibitors, including Didier Fine Jewellery, Camburn Fine Art and Galleria dei Coronari. Although six-figure works do feature, prices are generally more affordable than some of the other art fairs, and you are bound to find something to tempt you among the 100 galleries taking part. Should you feel like splashing out experts will be delighted to explain the quality of craftsmanship, detail and provenance of the object that has caught your eye.

If you happen to be looking for a special birthday or wedding present, LAPADA offers a plethora of unique objects to suit all tastes. One of the more unusual highlights of the fair, to be presented by Kaye Michie Fine Art, is a charming drawing by the young Prince George, in 1875, (later King George VI), depicting a colourful soldier and surreal flying insect on Sandringham Estate headed paper. Luxury jeweller Grima is unveiling some stunning pieces from the 1960s and 70s, which

have adorned Princess Margaret, Jackie Onassis and Estée Lauder and more recently Miuccia Prada, as well as their own original contemporary designs.

This year LAPADA welcomes Mayfair's Philip Mould portrait miniatures and also Michael Chipperfield rare stamp dealers, who will be exhibiting for the first time. Returning dealers include jeweller Lucas Rarities, AD Antiques and the Japanese Gallery.

'The fair has recently expanded to include vintage clocks and watches, aeronautica and tribal art'

Australian gallery owner Rebecca Hossack has become the first contemporary specialist to be appointed director of LAPADA. She will be showcasing new work from octogenarian abstract artist Willie Landels.

Talks given by art world cognoscenti will provide advice on where to buy reputable art and antiques and what to look out for (there many fakes around). An antique or painting can be a wise investment, and there are some to suit every budget and taste. You could spend

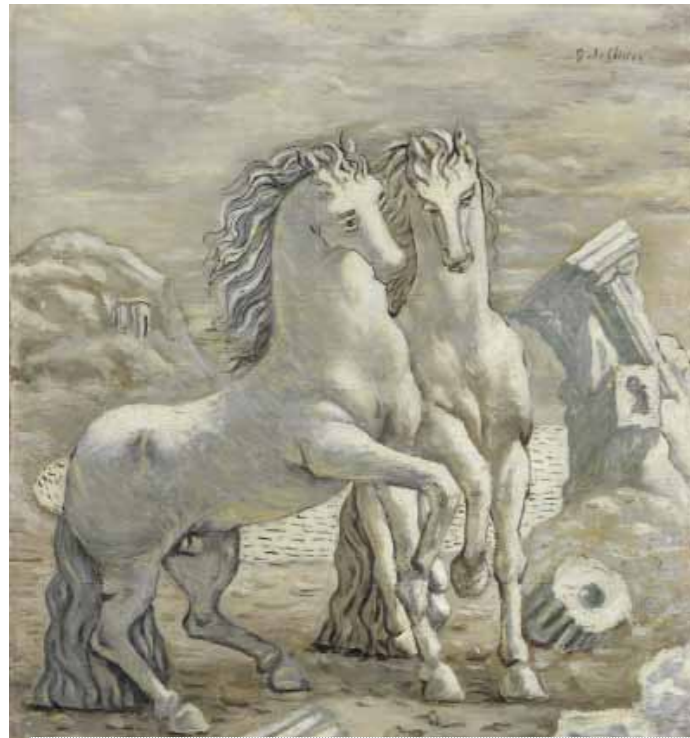
£500 on an etching from Rebecca Hossack or around £20,000 on Prince George's drawing.

Special dining events include a Sunday Roast by James Martin on Sunday 29 and a charity dinner organised by Mark Hix on 26 September. *LAPADA Art & Antiques Fair, Berkeley Square. (lapada.org)*



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The big three **#2 PAD ART & DESIGN FAIR**
16-20 October 2013



Head for the Pavilion of Art and Design in Berkeley Square to experience art as lifestyle

Held in the same week as Frieze and attracting a similar crowd – although more intimate and exclusive – the Pavilion of Art and Design (PAD) is London’s leading fair for 20th century art and lifestyle. When it was set up in 2007, PAD hosted 20 dealers, but has since evolved to become a niche event attracting big names in design. This year 70 international galleries, from 12 countries, will be exhibiting in a marquee with a Champagne bar run by Moët Hennessy, which also sponsors a prize. Last year’s event drew 20,000 visitors including collectors, interior specialists, art lovers and Mayfair residents. There is something for everyone here and you will find 20th century masters alongside David Hockney drawings, tribal art, photography and classical antiquities. ‘PAD provides selected designers with a unique platform for introducing their work to a sophisticated, international audience, thereby encouraging new generations to add to the collectible tradition of design,’ says architect Nigel Coates.

Visitors to the fair tend to be cosmopolitan, stylish and cultured, but experimental; think Anglo-French actress Kristin Scott-Thomas’s chic style. PAD’s Gallic flavour makes it attractive to globe-trotting metropolitan types with a taste for design and the sheer exotic, who are keen to put cutting-edge design at the heart of their home. The quality of the exhibitors brings in international collectors who like the fun and relaxed atmosphere – with no pressure to make a quick decision. If you’d like to begin collecting decorative or tribal art, or photography, PAD is a great place to begin and there will be plenty of reasonably priced limited

‘It is about making rather than manufacturing; uniqueness rather than availability’

— Architect Nigel Coates, president of PAD

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print editions, available for those on a budget.

It isn’t surprising that the fair has a French feel as its organisers are the prominent Parisian dealers, Patrick Perrin and Stephane Custot. Inspired by the spirit of 19th century cabinets of curiosities, they bring together an eclectic mix of decorative art and lifestyle experts and encourage them to interact. This October, they have chosen to spotlight tribal art, which is very popular in Paris. An eye-catching installation by fashion designer Reed Krakoff, incorporating MwangiBora solar lamps, by Kenyan designer Evans Wadongo has been chosen as this year’s special PAD project. This dramatic artwork will greet visitors at the entrance of the Pavilion. Another tribal highlight of this year’s event is the addition of art expert, Bernard Dulon, the renowned owner of an unrivalled 19th and 20th century collection of African art – so outstanding that it is sought after by major museums, and their curators drool when visiting his gallery.

If, like London’s enigmatic Mayor Boris Johnson, you prefer the classical to the Gallic, there will be plenty of exceptional classical treasures to choose from: David Ghezlbash and Gordian Weber Kunsthandel will be presenting a range of rare amulets and antiquities from Ancient Rome and Greece, and exquisite jewellery from Egypt – stunning enough to have adorned Cleopatra.

Last autumn, the participation of a handful of leading American galleries brought transatlantic flair and enthusiasm to PAD. This autumn, Japanese art specialist Jean-Christophe Charbonnier will be introducing beautifully crafted armour for the first time.

The fair also welcomes 21 leading new exhibitors including Galleria O, Garrido Gallery, SMO Gallery, Galerie Gosserez, Galerie Kreo and Galerie Italienne.

This year marks the second prestigious PAD London and Moët Hennessy Design Award to be presented to a young UK-based designer whose work shows outstanding promise and originality. Chaired by Jasper Conran, the starry panel will include the director of the Serpentine Gallery director Julia Peyton-Jones, designer Tom Dixon and architect Amanda Levete.

Visiting PAD is sure to be an exciting, sophisticated experience. Since its inception seven years ago, it has evolved its own niche as a showcase for contemporary and edgy art and design, and as such, is unlike any of the other fairs held in London this autumn.

PAD, London, Berkeley Square, W1. Admission £20, or free for students and under 15s. (ad-fairs.com)

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The big three:

#3 FRIEZE ART FAIR

17-20 October 2013

Eleven years since its beginning, the Frieze Art Fair is London's hottest contemporary art bazaar



If antiques bore you and you would like to buy some contemporary art as an investment or to jazz up your home, Frieze London is a good place to begin. For four days (17-20 October), Regent's Park play host to the 11th Frieze London, one of the hippest art events of the year, sponsored by Deutsche Bank, bringing together 170 of the world's most cutting-edge galleries, from 35 countries, under one specially designed temporary structure. This year's fair will be accompanied by the usual big gallery openings where you can spot celebrity artists,

billionaire collectors and ultra-cool gallery owners. A modern-day Gatsby would feel very at home with Frieze's frenetic parties, marquees, vintage Champagne and the chance to see some of the coolest people in Europe. Although the price tags of the art may often be dizzying, Frieze isn't snobbish and welcomes all with an interest in contemporary art. On the whole it attracts a chic, young, international crowd and rich collectors eagerly snapping up art's newest stars. It's difficult to tell old money from new as everyone is elegantly dressed, with understated glamour and confidence. If you are time-poor and wondering what to buy to jazz up your spare room, multi-lingual staff from the world's trendiest galleries – including Mayfair's own Pace, Timothy Taylor, Thomas Dane and Hauser & Wirth – will be delighted to advise you. The best cutting-edge art can look great placed next to an antique chair or table and this unusual juxtaposition will make a room look more interesting. Look out for unique pieces with fantastic quality that really excite you.

Although Frieze aims to sell art, it is also a festival – like Glastonbury and Edinburgh – with a collection of exciting entertainments on offer. So if you'd like to impress your dinner guests with an insider knowledge of contemporary art trends, then head for Frieze Talks running alongside the fair which offer an exciting daily programme of events and panel debates, led by some of the art world's hippest movers and shakers. There is also Frieze Music, where the renowned American composer and singer Meredith Monk will be giving a special performance to encourage the cross fertilisation of ideas and inspiration between contemporary art and music. Film lovers should visit Frieze

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Film, which brings together five specially commissioned artist films by Petra Cortright, Peter Gidal, Patricia Lennox-Boyd, Oraib Toukan and Erika Vogt, in a fun pop-up Frieze cinema.

If you still feel that you would prefer to buy something more traditional, this year marks the second year of Frieze Masters, housed nearby and showing everything from Old Master paintings to Egyptian sculpture and providing unique insight into the relationship between old and new art.

Frieze will also be accompanied by an exhibition of sculpture in leafy Regent's Park. So after enjoying a glass of Champagne, take in the air and stroll among works by a selection of international sculptors at the top of their game, chosen by Clare Lilley from the Yorkshire Sculpture Park.

Since its inception in 2003, Frieze has evolved to become one of the landmarks on the international art calendar with 55,000 art lovers visiting last year. It can be nerve wracking for artists as it can make or break careers overnight. Last October, despite the economic recession, a number of galleries sold out almost immediately.

As always, October promises to be a glorious month in London's art calendar.

Frieze Art Fair, 17-20 October, Regent's Park, London (friezelondon.com).

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