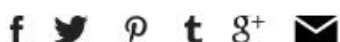


our guide to this year's frieze london

Here's the bright young talent and big names wowing crowds at Frieze's 2016 edition.



Seventeen Gallery, showing at Frieze for the first time, present a VR work by Jon Rafman, that you can queue up to experience, or, more excitingly, you can just watch the people lost in an Oculus Rift art world. Southard Reid, also showing at Frieze for the first time, have given over their whole booth to Celia Hempton's beautiful paintings of erect cocks. Celia has also smeared the walls of the booth in shades of cream and beige, that lend the members a delicate, humorous softness. Lambeth's Chewday's, another Frieze debutant, have brought together the work of contemporary artist Gabriele Beveridge, and paired her with a selection of neolithic idols. There's a rather uneasy if inspired juxtaposition between the photographs of beautified faces that make up Gabriele's work, partly obscured by abstract glass shapes, and the forms and shapes of the ancient sculptures abstracted by erosion and time, and arranged over a glittering lightbox. Notable shout outs to High Art and Societe, from Paris and Berlin respectively, for two excellent booths as well. But the Focus section of the fair this year really showed the astounding depth of talent and potential that litters London's art scene right now.