

SOPHIA BRENNINKMEYER Founder of EXHI-ART

As 290 galleries head to London for Frieze Week, we thought you might need a tour guide to make sense of it all. Meet Sophia!

October 05, 2016

As of today, Frieze Week has officially begun. With over 290 galleries exhibiting at Frieze and Frieze Masters in Regent's Park, you can be forgiven for feeling slightly overwhelmed. Where does a person begin? Enter Sophia Brenninkmeyer - your trusty tour guide with a keen eye and a brand new point of view. A year ago, she was working at a gallery in New York and feeling a little fed up with what she saw as the opacity of the art world: the dense and intimidating academic reviews in magazines which reinforced the idea that art wasn't for everyone.

She set out to make art and exhibitions more inclusive with her website exhi-art.com. We'll let her explain the concept of the site below but, suffice to say, she's on to something big! We sat down with her to get the lay of the land at Frieze- What stands should we definitely see? What's new and interesting this year? She also listed her top exhibitions to see in London right now.

[...]

Frieze opens in London today. Help us navigate the madness. What are some of the highlights that everyone should seek out?

There is so much to see and do! Here are my recommendations.

- 1) Be sure to go to Hauser & Wirth, who are showing 'L'atelier d'artistes', a tongue-in-cheek examination of the practice of reconstructing artist studios.
- 2) I always love to see what Marian Goodman Gallery brings- she has an unparalleled eye for interesting artists.
- 3) I also love learning new things at 303 Gallery. This year they are participating in a new section at Frieze, The Nineties, where galleries revisit exhibitions from the 1990s that have had a lasting impact on contemporary art.
- 4) Don't miss PPOW's stand.
- 5) 'Focus' is the part of Frieze dedicated to newer galleries- all of them are less than 12 years old. I recommend visiting Chewday's Gallery. They're collaborating with two Antiquities specialists – Georgiana Aitken and Martin Snowdon — to present new works by London based artist Gabriele Beveridge alongside Neolithic Idols from 10,000 – 2,000 BCE. I can't wait to see the juxtaposition.