



FIAC 2011 at the Grand Palais



Inside FIAC 2011 at the Grand Palais

## Letter from FIAC FAST AND FURIOUS by Hunter Drohojowska-Philp

Following the frenzy of **Frieze Week** in London, the art dealers at **FIAC 2011**, Oct. 20-23, 2011, the Foire Internationale d'Art contemporain in Paris, seem to welcome the traditional Gallic reserve, with collectors who take time with the work, ask questions and make their purchases. Call it the art fair for grown-ups.

Not that all the collectors are French -- though **François Pinault** and **Bernard Arnaut** arrived first thing the morning of Oct. 18, 2011, before the VIP opening at 10:30 am. Belgian collectors in particular have apparently adopted FIAC as their fair of choice.

The fair was accommodating if a little inefficient at the preview. Of the 6,000 RSVPs, enough showed up to leave a mob that couldn't get in waiting outside in the cold. At least closing time was extended from 10 to 11 pm.

As usual, art stars from Los Angeles, New York, Berlin, London and, of course, Paris can be seen in the fair's mostly European galleries. Swiss dealer **Eva Presenhuber**, occupying one of the first booths by the main entrance of the **Grand Palais**, boasts a terrific new work by **Doug Aitken** that spells out the word NOW in letters made of 3D mirrors. The price: \$150,000, in an edition of 3.

New York dealer **Paula Cooper** has gone all minimalist, filling her booth with pared down **Carl Andre** sculptures and a suite of lovely *Monochromes after Seurat* by the inimitable **Sherrie Levine**. Made in 2011, the price for the suite is \$200,000. Are we seeing a surge of interest in abstract painting of the geometric sort? "I hope so," said Paula.

At **Blum + Poe** is a painting by the hot new Los Angeles artist **Julian Hoeber**, a kind of Stella-esque composition of nested right angles in a spectrum of colors ranging from yellow to dark blue. The picture comes with a matching stool, and is sold at \$40,000. Also sold: Paintings by **Zhang Huan** priced at \$200,000 each. Poe said it was the gallery's second year at FIAC, which compared to Frieze is quieter and seems more selective. London is now seen as a party.

**Almine Rech**, who operates galleries in Paris and Brussels, shows off a brand new painting by **Ugo Rondinone**, *Ersterjunizweitausen* -- which translates as "First of July 2000" -- featuring an unblemished black surface with a few discrete, long horizontal stripes, yours for CHF 250,000.

**Galerie Thomas Zander** from Cologne has a late (1972) painting by **John McLaughlin** (1898-



Eva Presenhuber with a new work by Doug Aitken at FIAC 2011



Works by Carl Andre (left foreground) and Sherrie Levine at Paula Cooper Gallery at FIAC 2011



Jeff Poe and Matthew Bangser with a painting-stool combo by Julian Hoeber at Blum & Poe at FIAC 2011

1976), an abstraction of black bars on white that was on offer for €150,000 (about \$206,000). **David Zwirner Gallery** also has works by McLaughlin, and art advisor **Patricia Marshall** said she had bought a 2008 lavender wall plank sculpture for a client for \$500,000.

**Galeria Elvira Gonzalez** from Madrid has a refreshingly sophisticated presentation of **Robert Mangold** paintings, including a 1975 work priced at €370,000. At Paris' own **Galerie Frank Elbaz**, three of the signature brightly colored abstractions by the French artist **Bernard Piffaretti** have sold, at prices ranging from €7,000 to €29,000.

The 45-year-old Swiss **Galerie Gmurzynska** has returned to FIAC after a five-year absence, since the fair organizers have once again embraced early modern art. The Gmurzynska booth is designed by **Karl Lagerfeld**, and boasts a bold black **Lucio Fontana** painting priced \$1.1 million. Also on hand are new photographs by Lagerfeld himself, who is represented by the gallery.

New York artist **Allan McCollum** was at the fair with **Jean Gabriel Mitterand**, who is giving him a show at his **JGM Galerie** in the Marais. Collectors spotted at the fair include poker player **Jean Louis Tepper**, fashion designer **Daniel Hechter**, German museum founder **Ingild Goetz**, and **Susan and Michael Hort**.

Relatively little photography or video is on view on the ground floor, but upstairs, where younger, less established artists can be seen, it is another story. The L.A. gallery **Cherry and Martin** was getting attention for the pornography-derived photoworks of **Robert Heineken**, selling the largest example to a European collector for something like \$120,000.

The L.A. gallery **Marc Foxx** had a booth at Frieze and subsequently came directly to FIAC, where it partnered with **Taxter + Spengemann** to show **Carter Mull**'s photo-based works. These included an iPhone video converted into 1,800 images, which were printed on mylar and are now scattered on the booth floor. Yours for \$18,000. Foxx gallery co-owner **Rodney Hill** said that he was "quite happy" with the results of the gallery's debut at FIAC, even after just one day.

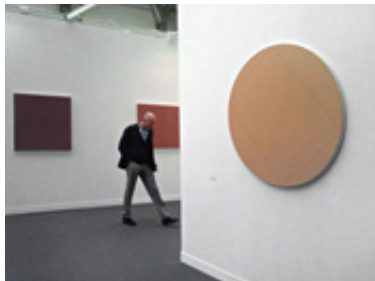
**HUNTER DROHOJOWSKA-PHILP** is the author of *Rebels in Paradise: The Los Angeles Art Scene and the 1960s* (Henry Holt, 2011).



Art dealer Anna Fisher with a new Ugo Rondinone work at Galerie Almine Rech at FIAC 2011



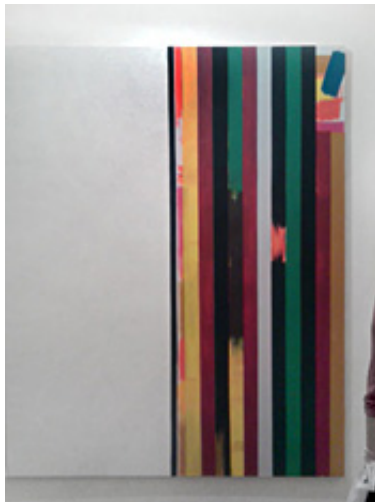
Art consultant Patricia Marshall with her John McCracken sculpture at the David Zwirner booth at FIAC 2011



Robert Mangold at Galeria Elvira Gonzalez at FIAC 2011



Lucio Fontana at Galerie Gmurzynska at FIAC 2011



Bernard Piffaretti at Galerie Frank Elbaz at FIAC 2011



Jessie Washburn, Allan McCollum and French art dealer Jean Gabriel Mitterrand at FIAC 2011



Robert Heinecken at Cherry and Martin at FIAC 2011



Carter Mull at Marc Foxx at FIAC 2011