

David Horvitz to Present a New Commission for Ruinart at Frieze Los Angeles 2020

Today Frieze and Maison Ruinart announce the second **R.U.in.ART Performance**, an interactive work entitled *Air de LA* by Los Angeles-based artist **David Horvitz**. Established in 2019 at the inaugural edition of Frieze Los Angeles, the R.U.in.ART Performance annually invites an artist to realise an immersive experience in the Ruinart Lounge at Frieze Art Fair. The new commission will be presented at Frieze Los Angeles 2020 taking place **February 14 to 16** at **Paramount Pictures Studios**.

Air de LA will pay homage to Marcel Duchamp's 1919 work *50 cc Air de Paris*, in which the artist gifted a glass medicinal phial filled with 50 cc of Parisian air to the US-based patrons Walter and Louise Arensberg.

For *Air de LA* Horvitz has produced several glass phials, each of which is filled with Los Angeles air. Over the course of the fair Horvitz will hand out the phials to visitors in a performative exchange intended to echo Duchamp's original gesture to the Arensbergs. In these ways the work celebrates the act of giving, and also alludes to the bubbles in champagne, something imperceptible but ever-present. Each of the phials will be handmade and hand-engraved in Los Angeles, the design will pay close tribute to Duchamp's original.

The work will also make reference to current ecological conversations. Los Angeles' high levels of emissions and poor air quality has been worsened by the recent wildfires. Though a natural part of California's ecosystem, climate change has seen a dramatic increase in the frequency and intensity of wildfires within the state.



“Ruinart has enjoyed close and long-standing relations with the art world. This is not only expressed through its participation in leading international art fairs, but also through its commissioning of renowned artists. David Horvitz performance will echo Ruinart’s commitment to a sustainable future and to the values of craftsmanship,” explains Frédéric Dufour, President of Maison Ruinart.

FURTHER INFORMATION

Frieze Los Angeles takes place 14 to 16 February 2020 at Paramount Pictures studios in Hollywood and is supported by global lead partner Deutsche Bank for the second consecutive year.

To keep up-to-date on all the latest news from Frieze, sign up to our newsletter at frieze.com, and follow @FriezeArtFair on Instagram, Twitter and Frieze Art Fairs on Facebook. #FriezeArtFair #FriezeLA #FriezeWeek

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Frieze Los Angeles 2020 Opening Hours

Thursday Preview, February 13 (invitation only)
Friday Preview & Private View, February 14
Saturday, February 15
Sunday, February 16

Notes to Editors

David Horvitz, an ocean romantic, is an artist based in Los Angeles, California. His expansive nomadic body of work is presented through the forms of photographs, artist books, performances, memes, mail art, sound, rubber stamps, walks, and watercolor. His actions, often gestures of poetic resistance, explore varying conceptions of time and space, giving over a certain amount of control. His work has been exhibited in solo and group exhibitions including at ChertLuedde, Berlin; Blum and Poe, Los Angeles; the New Museum, New York; the Museum of Modern Art, New York; Yvon Lambert, Paris; Villa Medici, Rome; Jan Mot, Brussels; amongst others.

Frieze is the world's leading platform for modern and contemporary art for scholars, connoisseurs, collectors and the general public alike. Frieze comprises three magazines—frieze, Frieze Masters Magazine and Frieze Week—and four international art fairs—Frieze London, Frieze Masters, Frieze New York and Frieze Los Angeles.

Frieze was founded in 1991 by Matthew Slotover and Amanda Sharp, with the launch of frieze magazine, the leading international magazine

of contemporary art and culture. In 2003, Sharp and Slotover launched Frieze London art fair, which takes place each October in The Regent's Park, London. In 2012, they launched Frieze New York, which occurs each May in Randall's Island Park, and Frieze Masters, which coincides with Frieze London in October and is dedicated to art from ancient to modern. In 2018, Frieze launched Frieze Los Angeles, which opened February 14–17, 2019 at Paramount Pictures Studios, Los Angeles. In 2016, Frieze entered into a strategic partnership with Endeavor a global entertainment, sports and content company.

Endeavor is a global entertainment, sports and content company, home to the world's most dynamic and engaging storytellers, brands, live events and experiences. The company is comprised of industry leaders including entertainment agency WME; sports, fashion, events and media company IMG; and premier mixed martial arts organization UFC. The Endeavor network specializes in talent representation; marketing and licensing; content development, distribution and sales; event management; and a number of direct-to-consumer offerings.

Ruinart: Official Champagne for all Frieze art fairs including Frieze Los Angeles, Maison Ruinart laid the first stone of the history of Champagne on September the 1st, 1729. Since then, it has never ceased to perfect the excellence of its wines. Its oenological choice, determined by the predominance of Chardonnay in its cuvées, is the signature of its authentic and recognized expertise. The universe of Maison Ruinart is today defined by elegance, purity and light. Its wines derive their strength from three centuries of history. The balance between its roots and the audacity of its commitments is the key to its success, making it a House that is forever contemporary.

Maison Ruinart expresses its commitment to art by commissioning well-known artists, which it has done since 1896 when Alphonse Mucha was invited to create an artwork that would make an immense impact at the time. In 2020, a specific art and interactive commission to LA-based

artist David Horvitz will be revealed and enjoyed for the very first-time during Frieze LA in the Ruinart art bar.

Deutsche Bank is proud to be the Global Lead Partner of Frieze Art Fairs for the 17th consecutive year. At the second edition of Frieze Los Angeles the bank is launching a new initiative with Frieze, entitled Deutsche Bank Frieze Los Angeles Film Award, which will support upcoming filmmakers in the city. The shortlisted 'fellows' work will be showcased in the Deutsche Bank Wealth Management lounge at the fair and the winner will be announced in a special ceremony in the Paramount Theatre on preview day of Frieze Los Angeles.

Deutsche Bank's continuing and developing partnership with Frieze illustrates its commitment to encouraging excellence and new artistic talents from around the world. The bank has been supporting the work of cutting-edge, international artists and their galleries for 40 years and has distinguished itself as a global leader in the corporate art programs that are part of the bank's Art, Culture and Sports department. Other examples of Deutsche Bank's commitment to making a positive impact through art, culture and sports are its 30-year global partnership with the Berlin Philharmonic and its program at the 'Palais Populaire', the bank's dedicated cultural centre in the heart of Berlin.

Deutsche Bank is Germany's leading bank, with a strong position in Europe and a significant presence in the Americas and Asia Pacific. It provides commercial and investment banking, retail banking, transaction banking and asset and wealth management products and services to corporations, governments, institutional investors, small and medium sized businesses, and private individuals.