

DATEBOOK: EUROPE

LONDON

Five Fairs for Frieze Week

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■ **Multiplied**—the Christie's-organized fair dedicated to contemporary art editions that makes its sixth outing at the auctioneer's South Kensington space October 16 through 18—had its genesis across the Atlantic when the house's international head of prints, Richard Lloyd, visited the 2009 Editions/Artists' Book Fair in New York. "It was so stimulating and interesting, and there was a lot of work that we just don't get to see," says Murray Macaulay, director of the fair and senior prints specialist at the auction house. "There was a real absence of any sort

of focus on contemporary editions in the U.K. So we thought it could be a way of engaging with perhaps a new and different audience. It is quite a break with the auction mold."

Macaulay says the fair is important to both the house and the field because it introduces artists whose work is rarely sold on the secondary market or at Christie's own sales. Some 40 international exhibitors, comprising commercial publishers, new and emerging printers, and startup galleries, among others, are presenting an array of mediums, including photography, prints, digital art, artists' books, and 3-D multiples. Although prices range from \$100 to \$20,000, the majority of works are on offer between \$1,500 and \$5,000.

Highlights include Richard Falle's *Is this some kind of joke?*, a pigmented ink-jet print from 2013, priced at \$550 from CFPR Editions in Bristol, England; *Meloni Meloni 9* by May Hands, a digital printed hand-embroidered and net-quilted silk tapestry made in 2014, for \$5,000 by LRRH_ in Berlin, a gallery specializing in the use of textiles in contemporary art; and Edy Ferguson's silkscreen *Sleeping Beauty (Kate with Pines)*, 2015, at left, available for £850 (\$1,500) at the booth of CCA Galleries of Surrey, which, like Multiplied, got its start as a subsidiary of Christie's, but has operated as an independent publisher and gallery since 1985.

—LIZA M.E. MUHLFELD