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**For Immediate Release**

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**Frieze Week in Beverly Hills to Launch February 2022**

*Limited Early Bird Tickets for Beverly Hills Residents Go On Sale Dec. 8*

**Beverly Hills, Calif. (December 1, 2021)** – The international contemporary art organization Frieze, which has previously held events in cities such as London, New York and Los Angeles, has partnered with the City of Beverly Hills to launch ‘Frieze Week in Beverly Hills’ February 17-20, 2022. This will be the first time the City has worked with Frieze to bring temporary public art projects to Beverly Hills as well as a weeklong program of events to celebrate art and culture.

“I am excited that the City’s Arts and Culture Commission as well as our Community Services Department has worked hard to make this collaboration a reality,” said Beverly Hills Mayor Bob Wunderlich. “Beverly Hills is a City that has a deep history and appreciation of art and we look forward to welcoming everyone to experience exhibits and events in such a beautiful and iconic setting.”

Frieze Week in Beverly Hills will have its main fair take place at 9900 Wilshire Boulevard, adjacent to The Beverly Hilton. 2019 marked the inaugural launch of the fair in Los Angeles and featured works from over 90 art galleries, attracting 35,000 visitors over its four-day run. The 2022 fair will be overseen by Christine Messineo, Director of Frieze Los Angeles and Frieze New York and will showcase significant works by today’s most prominent emerging artists alongside major figures in contemporary art in a range of solo, dual and thematic presentation.

On December 8, 2021, Frieze will give Beverly Hills residents exclusive priority booking for early bird tickets for the art fair beginning at 8 a.m. until 11:59 p.m. in which residents can save up to \$52 off full-price tickets. When available, pre-sale tickets can be purchased by visiting [frieze.com/presale](http://frieze.com/presale).

In addition to offering priority booking for tickets to the fair to Beverly Hills residents, Frieze will also give residents a 15% discount and pre-approved applications on Frieze



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91, a new membership that affords patrons premiere access to fairs, studio visits, artist foundations, cultural events and special museum exhibitions across the globe.

Frieze 91 membership includes guidance on building and growing an art collection, access to leading curators, and purchase opportunities through our robust roster of partner galleries. Other benefits include:

- Guaranteed first VIP access for the Thursday Preview at the fair
- Access to the Frieze Week VIP program
- Complimentary guided fair tours
- A year-round program of bespoke events
- Exclusive partner offers

To redeem the offer, use the code **COBH15** on your Frieze 91 [application form](#) and at checkout.

Learn more at [frieze.com](http://frieze.com).

### **About Frieze**

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 five international art fairs – Frieze London, Frieze Masters, Frieze New York, Frieze Los Angeles and Frieze Seoul (launching September 2022). In addition, this October, Frieze launched No.9 Cork Street, a hub for visiting international galleries in the heart of Mayfair, London. Frieze is part of the IMG network.

### **About IMG**

IMG is a global leader in sports, fashion, events and media. The company manages some of the world's greatest athletes and fashion icons; owns and operates hundreds of live events annually; and is a leading independent producer and distributor of sports and entertainment media. IMG also specializes in licensing, sports training and league development. IMG is a subsidiary of Endeavor, a global sports and entertainment company.