

May 2013

Deutsche Bank sponsors Frieze Art Fair Education space

Contemporary art program by Free Arts NYC debuts with dedicated spaces for children and teens



The second annual Frieze Art Fair New York, held May 10–13 on Randall’s Island, introduced a new program with the debut of the Deutsche Bank Education Space. Sponsored by Deutsche Bank, the arts education program was hosted in a dedicated structure in the Sculpture Park at Frieze New York.

The education space provided youth and teens from public schools in underserved communities and local nonprofit and museum groups the opportunity to explore Frieze through guided tours and art workshops. The program, which ran through the weekend, was developed and managed by [Free Arts NYC](#), which produced content for students ranging in age from grades four through twelve.

Professional guides led the youth through one of the largest contemporary art fairs in the world and allowed the students to document their experience with iPads. Returning to the Education space, the students learned about the art they had seen through color theory-related projects. A creative documentation of the workshops can be found on the Frieze Education Tumblr page, “Frieze in Color.”

Visitors to the Education space were also given a poster-size “Frieze in Color” education guide created by 826NYC and commissioned by Deutsche Bank featuring a

color-coded directory to the entire fair, which allowed students to apply color theory to various works at the fair.

“For art lovers of all ages, Frieze New York is a unique and exciting opportunity to engage with the contemporary art,” said Alessandra DiGiusto, Chief Administrative Officer of the Deutsche Bank Americas Foundation. “We wanted to invite young, local community members that might not otherwise have the chance to visit. The education space allowed for unique programming that used technology to enhance the educational experience.”



Two of the community groups that visited, the Bronx Museum of the Arts’ Teen Council and 651 Arts’ New Media & Arts Fellows, are currently grantees under Deutsche Bank Americas Foundation’s Arts & Technology grant program. These community arts grants aim to develop technological usage in cultural settings.

For more information about Frieze New York, please click [here](#). Please click [here](#) to see the Frieze Education 2013 Tumblr page.