

ARTnews

# The 10 Best Booths at Frieze Los Angeles 2022, From Stunning Stone Piles to Menacing Thank You's



By **Maximiliano Durón** |

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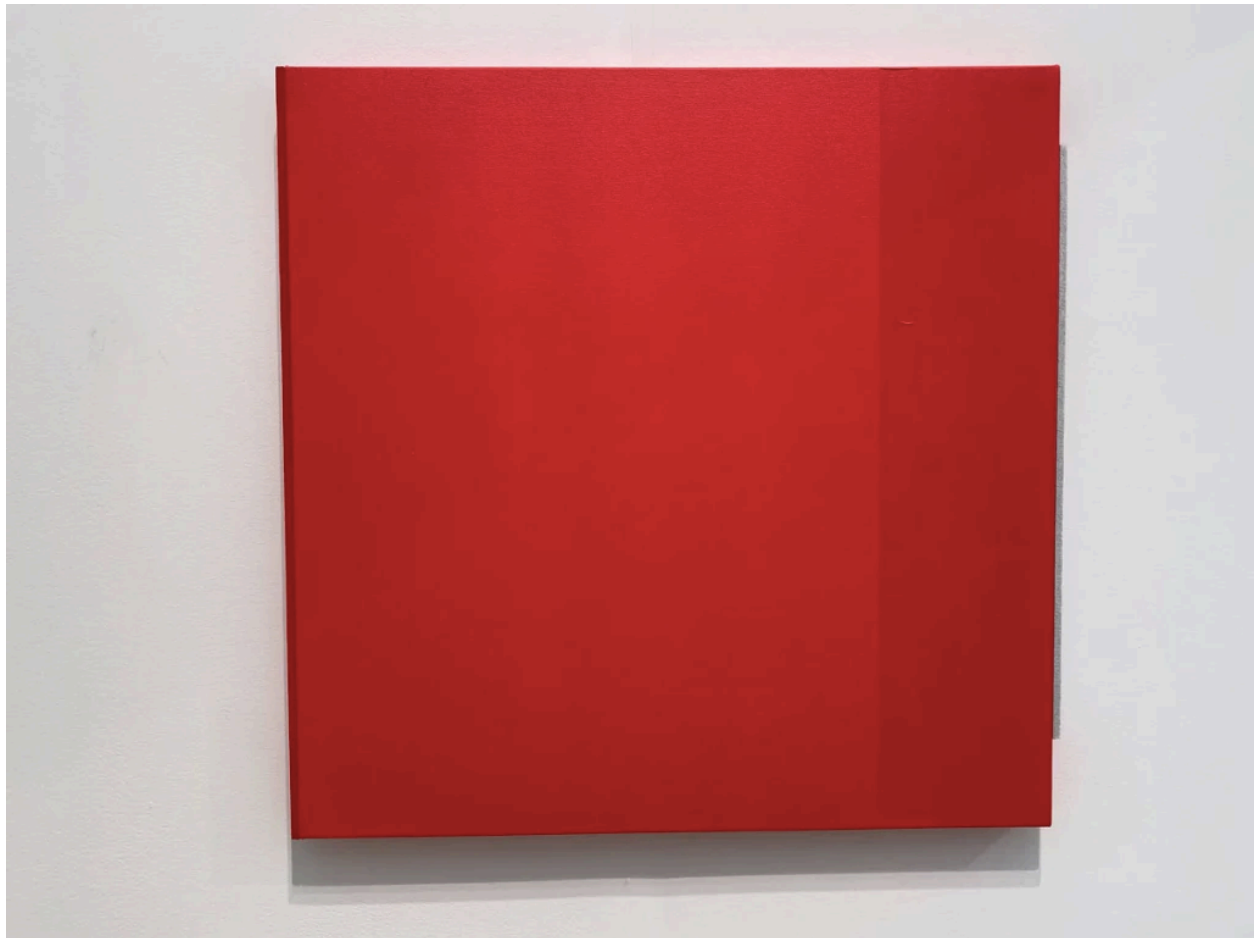
The entrance to Frieze L.A. 2022, as seen from the Beverly Hilton.  
MAXIMILIANO DURÓN/ARTNEWS

With gallery after gallery announcing plans to open in Los Angeles, the international art scene is closely watching what's taking place in the city. Part of the reason for this sudden burst of attention is Frieze Los Angeles, which launched its third edition on Thursday morning with a VIP preview. A tight affair of around 100 booths set in a custom-built tent across from the Beverly Hilton, the fair saw a steady stream of visitors, and dealers reported strong sales

throughout the day.

Before the fair opened, Frieze hosted a small breakfast in which the mayor of Beverly Hills, Robert Wunderlich, who had arrived on a bicycle and was holding his pink helmet, gave remarks. Speaking to a reporter afterward, Wunderlich said that Frieze is a “great fit,” as the city “has had a strong connection to arts and culture since its founding that continues today.” He added, “We’re thrilled Frieze is here and are pleased to be its host. To misquote the ending of *Casablanca*, I hope this is the beginning of a beautiful relationship.”

## Jennie C. Jones at Alexander Gray Associates



Jennie C. Jones, *Red Tone #5*, 2021.  
Photo : Maximiliano Durón/ARTnews

Currently the subject of an exhibition at the Guggenheim Museum in New York, Jennie C. Jones has one commanding canvas in the booth of New York’s Alexander Gray Associates. Titled *Red Tone #5* and part of the series featured at the Guggenheim, this 2021 painting contains two brilliant hues of red. On the side, the artist has attached a gray piece of architectural felt, which can be used to dampen sound. For the artist, it’s a way to visually represent an auditory experience, as well as the painting’s potential for sound—or silence. Using simple tones, Jones also calls to mind Minimalist painting. *Red Tone #5* finds a counterpart in this both in a wall-mounted sculpture of vintage wooden boxes by Valeska Soares, *Palimpsest (I)*, from 2016.