

# GAGOSIAN

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## STERLING RUBY

### Frieze London 2019 Online Viewing Room

September 28–October 7, 2019  
[gagosianviewingroom.com](http://gagosianviewingroom.com)

Sterling Ruby, *LANDING HELIOS (7096)*, 2019, acrylic, oil, cardboard, and treated fabric on canvas, 96 × 126 inches (243.8 × 320 cm) © Sterling Ruby

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September 16, 2019

*I admire Gagosian's constant exploration into how art can reach an audience. Gagosian has created some of the strongest exhibition spaces throughout the world, and now, with the Online Viewing Room, the audience further expands into one not limited by geography.*

—Sterling Ruby

Gagosian's latest foray into the digital marketplace is an expanded Online Viewing Room premiering during Frieze London 2019. Following the remarkable success of the gallery's Art Basel Hong Kong 2019 Online Viewing Room, which achieved a world-record price for a painting by Albert Oehlen, the upcoming presentation, developed in collaboration with Sterling Ruby, radically expands the scope of how artists can tell their stories and directly convey their visions to a global audience.

The Online Viewing Room will feature a rare selection of seven primary-market artworks from the personal archive of Sterling Ruby, including one new painting and one new sculpture made for this occasion. The artist has chosen to present a coveted spray painting that is an early example of his use of fluorescent spray paint and can be considered a predecessor to the celebrated *VIVIDS*. At

Gagosian's invitation, Ruby has also selected seven pertinent secondary-market works by historical artists to be shown each in dialogue with one of his own. The Ruby artworks to be offered will range in price from \$45,000 to \$600,000. This unprecedented virtual exhibition marks the first online sale of primary-market works by a single artist at this price range.

Curated by Ruby with Gagosian director Sam Orlofsky, this online event presents pivotal moments in Ruby's trajectory, highlighting his multidisciplinary approach to art making. The wide range of art historical influences that have shaped his practice over time includes artists such as Brassai, Anthony Caro, Lucio Fontana, and Mike Kelley.

The Online Viewing Room will be open concurrently with Ruby's solo booth at Frieze London, featuring recent colorful, thickly coated paintings from his *WIDW* series, as well as his solo exhibition of sculptures produced over the past decade, opening on October 2 at Gagosian, Britannia Street, London.

**Online Viewing Room opens:**

12:00am HKT on September 28 (Hong Kong)

7:00pm EEST on September 27 (Athens)

6:00pm CEST on September 27 (Basel, Geneva, Paris, and Rome)

5:00pm BST on September 27 (London)

12:00pm EDT on September 27 (New York)

9:00am PDT on September 27 (Los Angeles and San Francisco)

**Online Viewing Room closes:**

2:59pm HKT on October 8 (Hong Kong)

9:59am EEST on October 8 (Athens)

8:59am CEST on October 8 (Basel, Geneva, Paris, and Rome)

7:59am BST on October 8 (London)

2:59am EDT on October 8 (New York)

11:59pm PDT on October 7 (Los Angeles and San Francisco)

For more information about the Frieze London 2019 Online Viewing Room or the works to be featured, please contact [inquire@gagosian.com](mailto:inquire@gagosian.com).

#GagosianViewingRoom

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