



FRIEZE LOS ANGELES 2020

Online Viewing Room

February 10–19, 2020

gagosianviewingroom.com

Chris Burden, *L.A.P.D. Uniform*, 1993, fabric, metal, leather, wood, and plastic, 88 × 72 × 6 inches (223.5 × 182.9 × 15.2 cm), edition of 30 © 2020 Chris Burden/Licensed by the Chris Burden Estate and Artists Rights Society (ARS), New York

January 28, 2020

Gagosian will launch its latest Online Viewing Room in anticipation of Frieze Los Angeles, with available works by Chris Burden, Alex Israel & Bret Easton Ellis, Neil Jenney, Albert Oehlen, Chris Ofili, David Reed, Ed Ruscha, Bill Whiskey Tjapaltjarri, Tatiana Trouvé, and Jonas Wood.

Many of the artworks included in this virtual presentation consider the political, geographical, and social landscapes of Los Angeles. For instance, a key example from Ed Ruscha's series *Metro Plots* (1998–), depicting a Los Angeles intersection from an elevated viewpoint in a neutral palette, will be offered. Also included is Chris Burden's powerful and politically charged oversize *L.A.P.D. Uniform*, from 1993, which reflects on the Rodney King trial and the Los Angeles riots of 1992, and serves as commentary on the complicated relationship between the public and authority even today.

Informational text and video related to each work will be a click away, and gallery directors and specialists will be available twenty-four hours a day for consultation. During this brief period, collectors all over the world will have the opportunity to access desirable and important works by these influential contemporary artists.

With this unique online platform, Gagosian continues to innovate in the digital marketplace. The launch of the Online Viewing Room in 2018 marked the first occasion on which the gallery publicly listed prices at the highest levels of the market. A key achievement of the platform was its public anticipation of the upward trajectory in Albert Oehlen's market; in March 2019, the artist's auction record at the time was surpassed through the sale, less than two hours after the site went live, of a painting valued at \$6 million. In October 2019, Gagosian collaborated with Sterling Ruby to develop an online presentation that radically expanded the scope of how artists can tell their stories and convey their visions directly to a global audience. These unprecedented successes have forged new ground, dramatically changing the landscape of the online art marketplace.

Online Viewing Room opens:

12:00am HKT on Monday, February 10 (Hong Kong)
6:00pm EET on Sunday, February 9 (Athens)
5:00pm CET on Sunday, February 9 (Basel, Geneva, Paris, and Rome)
4:00pm GMT on Sunday, February 9 (London)
11:00am EST on Sunday, February 9 (New York)
8:00am PST on Sunday, February 9 (Los Angeles and San Francisco)

Online Viewing Room closes:

3:59pm HKT on Thursday, February 20 (Hong Kong)
9:59am EET on Thursday, February 20 (Athens)
8:59am CET on Thursday, February 20 (Basel, Geneva, Paris, and Rome)
7:59am GMT on Thursday, February 20 (London)
2:59am EST on Thursday, February 20 (New York)
11:59pm PST on Wednesday, February 19 (Los Angeles and San Francisco)

For more information about the Frieze Los Angeles Online Viewing Room or the works to be featured, please contact inquire@gagosian.com.

#GagosianViewingRoom

Press

Gagosian

pressny@gagosian.com
+1 212 744 2313