

The Frieze Project That Has Collectors on Their Hands and Knees - NYTimes.com

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Rachel Rose's Frieze Projects installation is a miniature scale model of the tent in which the art fair takes place.
Lewis Ronald, via Frieze

By KEVIN McGARRY

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Frieze Art Fair is an outside demonstration of worlds within worlds: one tent, 100-plus galleries, 1,000-plus artworks. It can be overwhelming. But with her contribution to Frieze Projects, the American filmmaker Rachel Rose, winner of the 2015 Frieze Artist Award sponsored by the LUMA Foundation, offers fairgoers a respite — in the form of an architectural intervention.

Surrounded by the galleries participating in the Focus section of the fair, Rose has built a clubhouse-size scale model of the fair's main, palatial tent created by Universal Design Studio. While the exterior is unassuming and even a bit flimsy-looking, upon crawling inside on hands and knees — a fun act to witness artists and billionaires of all ages do — visitors find themselves cocooned in a plushly carpeted structure softly lit by disco lights.

The artist has programmed a playlist that cycles through musical genres as diverse as the offerings art on view at Frieze: pop, classical, soul and so forth.

Rose's practice involves considering organisms — including, but not limited to humans — as interfaces for receiving and interpreting audiovisual material. So what's seen and heard inside the mini-tent each day corresponds to the sensory experiences of different animals found in Regent's Park, where the Frieze tent is located: fox, robin, mouse, stickleback and newt. Specific tints of light mimic how that day's designated animal sees; Rose distorts sounds by scrambling the frequencies of songs, so people hear human music as critters do. But there is no PETA-approved message underlying the project — though Rose is a committed vegetarian — rather, by simulating perceptual differences in physiology, the experience of observation is enlivened.

Rose is riding a surge in attention internationally, not for runaway market buzz but instead, refreshingly, for a string of institutional projects on both sides of the Atlantic. Timed with Frieze, "Palisades," her [show](#) on view now at the Serpentine Sackler Gallery (also located in a green space: Hyde Park) is geared around previous moving image works, but also takes on an architectural experiment: encasing the projection of one video in the soundscape of another. And in New York, on Oct. 30, her anticipated new film "[Everything and More](#)" opens at the Whitney Museum of American Art. It, too, deals with space — deep space, formally riffing on the phenomenological epiphany of a little-known astronaut.



[The installation's exterior.](#)

[Linda Ny Lind, via Frieze](#)