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The 10 Best Booths at Frieze Los Angeles
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The second edition of the Frieze Los Angeles fair kicked off on Thursday at Paramount Pictures Studios, drawing exactly the sort of star-studded crowd one might expect from a major fair staged at a Hollywood film studio. The VIP preview was attended by Oscar winners Leonardo DiCaprio, Charlize Theron, and Natalie Portman; Grammy winners Usher and The Weeknd; Emmy winner Amy Poehler; and many more Tinseltown types. At least one, Kendall Jenner, left with a new acquisition: The model and reality TV star bought one of the new James Turrell works in his “Glass” series, which are being co-presented by Pace Gallery and Kayne Griffin Corcoran.

The fair, which continues through Sunday, features plenty of standout presentations among the 76 participating galleries, not to mention the large-scale installations in the backlot behind the main tent. Here, we shine a spotlight on some of the fair’s best booths in a leading role.

Anat Ebgi with works by Greg Ito

Installation view of Anat Ebgi's booth at Frieze Los Angeles, 2020. Photo by Casey Kelbaugh. Courtesy of Casey Kelbaugh/Frieze.

Many of Frieze L.A.'s strongest booths belong to local galleries, and most of those, unsurprisingly, are clustered in the fair's Focus LA sector, which was overseen by Los Angeles County Museum of Art curator Rita Gonzalez. The most eye-catching of these is undoubtedly Greg Ito's apocalyptic takeover of Anat Ebgi's booth. With its blue carpeting and baseboards, the booth evokes a disastrous déluge, which matches the scenes of flooding and fires in Ito's elegant, ominous paintings.

"They have a kind of dream logic, but they also draw from his heritage, specifically his grandparents' experience of being forcibly relocated to a Japanese internment camp in Arizona during World War II, which is where they met," explained gallery associate Amanda McMorran. "There's a feeling of impending doom in the paintings, which is very of-the-moment, but there's something hopeful in them, too." The paintings were priced between $7,500 and $12,000, and by the end of Thursday's preview, they'd all been sold. Hopeful collectors need not despair: Ito will have a solo show at Anat Ebgi in September, for which he'll build a burning house in the gallery.