



Frieze Projects: Thomas Bayrle

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At the behest of the Frieze Foundation, Maharam and the German artist Thomas Bayrle have collaborated on an ambitious, 180' long installation based on his 1967 silkscreened shoes series for this year's Frieze London art fair. Frieze London, focusing solely on contemporary art and living artists, is scheduled for October 11-14 in London's Regent's Park. Bayrle's work is presented as part of Frieze Projects, an international program of site-specific artists' commissions curated by Sarah McCrory.

Upon entering Frieze London, visitors will be greeted by *Sloping Loafers*, which transforms the inclined main entrance corridor of this year's temporary structure, designed by architects Carmody Groarke, with a floor-to-ceiling surround of vivid pop-art slip-ons in a complementary and contrasting signal palette of yellow-and-green and red-and-green on opposing entrance walls. The installation is completed by corresponding carpeting by Rutters.

Sloping Loafers by Thomas Bayrle is the latest addition to Maharam Digital Projects, a series of meticulously produced wall installations created by artists and designers. *Sloping Loafers* will also be shown in New York at Gavin Brown's Enterprise through October 27.

ABOUT THOMAS BAYRLE

A key figure in European Pop Art, Thomas Bayrle (b. 1937, Germany) has been active since the mid-sixties. His varied practice encompasses painting, sculpture, fashion and graphic design. Based in Frankfurt am Main, Bayrle focuses on consumerism, aestheticizing and magnifying its serial nature by replicating and repeating a single unit to form an expansive mass, thereby describing a world suspended between positive collectivism and deadening uniformity.

ABOUT FRIEZE LONDON

One of the world's leading art fairs, Frieze London takes place from October 11-14, 2012 in Regent's Park, London and features 175 of the most forward-thinking contemporary galleries from Los Angeles to Berlin, London to Beijing. Frieze London was founded in 2003 by Matthew Slotover and Amanda Sharp.

ABOUT MAHARAM

A fourth-generation family business founded in 1902, Maharam offers a comprehensive collection of textiles for commercial and residential interiors. Maharam maintains a rigorous commitment in support of design and the arts predicated on extensive interdisciplinary collaboration across media.