



Frieze Projects: Al's Grand Hotel

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For Frieze New York 2014, Maharam will recreate *Al's Grand Hotel* as part of Frieze Projects' series of site-specific installations honoring artist-run spaces that have defined and influenced the cultural life of contemporary cities.

Al's Grand Hotel was realized in 1971 Los Angeles by the California-based conceptual artist Allen Ruppersberg and acted as a temporary site for gatherings, parties, performances, and as a hotel for traveling artists. Frieze Projects—curated by Cecilia Alemani, director of the High Line Art Program and consultant to Maharam Digital Projects—will restage this seminal moment in art history with a functioning hotel installed within the fair. Maharam is providing the backdrop for this event with large-scale reproductions of archival imagery from Ruppersberg's 1970s scene. This is the latest in an ongoing series of projects Maharam and Frieze have cooperated on, including a 180' long installation of *Shoes* by the German artist Thomas Bayrle in the main entrance corridor of Frieze London 2012.

Among the world's leading art fairs, Frieze New York takes place from May 9–12, 2014 at Randall's Island Park, Manhattan, and features over 190 of the most forward-thinking contemporary galleries from Los Angeles to Berlin, London to Beijing.

Maharam offers a comprehensive collection of textiles for commercial and residential interiors.

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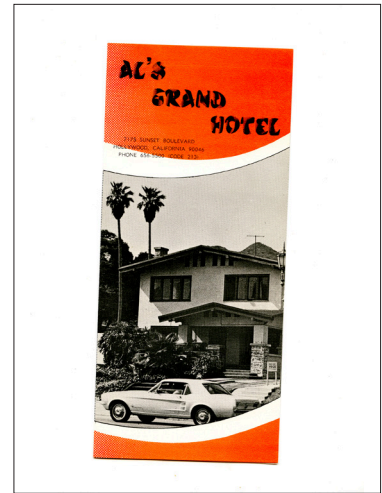
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