

Cultured Magazine

The Breakout Artists That Stole the Show at Frieze LA

By Jacoba Urist, February 20, 2023.



Zio Ziegler, *Winged Victory*, 2022. Image courtesy of the artist and Almine Rech.

Even in spite of the barrage of splashy, household names that exhibited at Frieze LA, these young and emerging artists stole the show—and made records.

With its unequivocal SoCal sheen and dreamy, light-cum-high culture pizazz, Los Angeles has emerged as the brightest, buzziest star of the Frieze franchise. For the past four days, over 120 galleries trekked to the art fair's new west coast location at the Santa Monica Airport, where the show's VIP opening day welcomed Hollywood buyers, museum curators, and art world stalwarts alongside a bevy of social media influencers and Angelenos.

Frieze Los Angeles is certainly the event where those with millions to spend have their pick of Lucio Fontana slash paintings, in addition to celeb-artists such as Agnes Martin, Mark Bradford, Dana Schutz, and Richard Prince. Even with mounting flashes of global uncertainty, blue-chip galleries reported a steady stream of mid-six figure sales. But the fair caters to collectors from across the spectrum, too, as well-known dealers exhibited some of their up-and-coming artists that tilt on the cusp of critical recognition or whose solo exhibitions are on the horizon. Actually, this year's Frieze LA was a stellar venue for young collectors and the kind of serious, steady buyers whose acquisitions don't make headlines but who still drive the market. To that point, an especially strong class of newcomers emerged at the 2023 edition—even in spite of the barrage of splashy, household names on offer.

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Working primarily in oil-stick, which he then adds texture to through pumice and sand, Zio Ziegler's paintings nod to the monumental greats of Italian Futurism and 20th century Abstraction. Each work is a contemporary twist on Francis Bacon and the artist's own intense, suffused vision of consciousness. An interdiscipline exemplar, Ziegler also writes films and is currently working on *Bad Art*, which he self-describes as "the journey in a mind moments before an artist makes a painting—the instant of volition, inspiration, isolation, and reflection—all pouring into a 'reality' that becomes a work of art," exactly what a viewer would so desperately yearn to know more about standing before one of the artist's pieces. Collectors at Frieze acquired *Winged Victory*, 2022, a paradigm of Ziegler's style, for \$37,000.