

# Announcement release June 2007

## Selfridges teams up with Frieze

Selfridges makes its debut with the 2007 Frieze Art Fair.

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Selfridges is delighted to announce that it is to work with the 2007 Frieze Art Fair.

This is the first time the world's famous department store will officially team up with Frieze, one of the art world's major fairs.

The highlight of the collaboration is going to be the creation and exhibition of a special commission exclusively for Selfridges by Conrad Shawcross, one of the stars of the young British art scene.

Selfridges has been pioneering the arts in the UK since it opened its doors in 1909 and has welcomed, often commissioned, countless artistic exhibitions embracing a plethora of themes, influences and media, the latest of which was a celebration of Surrealism in tandem with the Victoria & Albert Museum in London.

Conrad Shawcross's new commission for Selfridges is called *Lattice* and will be exhibited in the Oxford Street store's permanent events space, the Ultralounge.

*Lattice* continues Conrad Shawcross's investigation into space and ways to divide it using a complex lattice of structural tetrahedrons made of wood, steel and plastics. The works refer to cartography, its history and how we attempt to chart the edge of the known.

The exhibition opens on 20<sup>th</sup> September until 28<sup>th</sup> October in the Ultralounge, lower ground floor Selfridges Oxford Street during store opening times. This coincides with Frieze Art Fair which takes place in Regent's Park from 11<sup>th</sup> – 14<sup>th</sup> October.

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For further images and information, please contact Bruno Barba at Selfridges Press Office on 020 7318 3204 or email [bruno.barba@selfridges.co.uk](mailto:bruno.barba@selfridges.co.uk)