

# ART SY

## The 10 Best Booths at Frieze Seoul 2025

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Installation view of Jessica Silverman's booth at Frieze Seoul, 2025. Photo by Mark Blower. Courtesy of Jessica Silverman.

Frieze Seoul returned to Gangnam's COEX center for its fourth edition on September 3rd, bringing together more than 120 galleries from 28 countries. The fair is now an established highlight in a concentrated week of art world activity in the Korean capital. It takes place concurrently with Kiaf SEOUL, the country's oldest and largest art fair, which is also located in the COEX on a separate floor.

As Frieze's VIP day unfolded at 11 a.m., a steady—but not overwhelming—crowd greeted its VIP opening. Patrick Lee, the fair's director, explained that a new time-slot system helped stagger admissions, allowing collectors to enter at a more balanced pace throughout the day. As a result, gallerists had more space and time to speak with clients without feeling rushed in the early hours. As the day progressed, however, so did the crowds, with lines streaming out of the venue by afternoon. Many notable guests were also spotted on the concourses, including artist Mark Bradford, BTS star RM, Lisa from BLACKPINK, and a number of other K-pop icons.

While some heavyweight galleries have not returned to the fair this year, such as Karma and Michael Werner Gallery, there are a slew of notable first-time exhibitors. These include Hong Kong's 10 Chancery Lane Gallery and DE SARTHE, New York's Carvalho, Los Angeles's Make Room, and W-Galería, the only gallery from

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Latin America to participate in the event. "We have been participating in Frieze London and have been wanting to expand the market in Asia. Korea is obviously one of the places to be," said Mia, the gallery's director.

Like many international exhibitors, W-Galería presented works by an artist with ties to Korea. Its booth featured Jaime Davidovich's early monochrome works, 23 oil paintings by the late Argentine American artist who was a pioneer in the intersection of art and technology in New York during the 1970s and 1980s. Davidovich was also a close friend of Nam June Paik, one of Korea's most celebrated artists.

Those in Seoul were also offered a wider range of satellite curatorial events compared to last year, including a packed slate of gallery shows, museum openings, and parties. New this year is Frieze's first permanent space in Asia, Frieze House, modeled on the success of its London space, No.9 Cork Street. The four-story space will host year-round programming, and this week opened its inaugural exhibition, "Unhouse." Focused on LGBTQ+ themes, the show brings together artists from across Asia and beyond to showcase the diversity and vibrancy of Korea's contemporary art scene.

Overall, exhibitors at the fair appeared to strike a balance between presenting experimental works and those more in line with local preferences, ensuring both critical attention and sales potential. Indeed, early reported sales from the fair's VIP day suggest a strong start to proceedings, with the leading transaction—a \$4.5 million Mark Bradford painting—the most expensive ever logged at the fair.

Stay tuned for our full sales report on Monday. Here, we share the 10 best booths from Frieze Seoul 2025.

## **7. Jessica Silverman**

### **Booth B6**

**With works by Andrea Bowers, Clare Rojas, Davina Semo, and Chelsea Ryoko Wong**

San Francisco-based gallery Jessica Silverman returns for its third year at Frieze Seoul with an outstanding group presentation of works by four women artists. The booth explores the psychological and social textures of human existence, elevating everyday moments into the otherworldly.

Davina Semo's bell sculptures stand out not only for their aesthetic presence but also for their interactive and audible qualities, adding a note of whimsy for weary visitors navigating a full day at the fair.

Another standout comes with Andrea Bowers's works on recycled cardboard that depict delicate plant species native to the regions where she lives and works in Los Angeles. A leading activist artist, Bowers bridges the materiality of street protest with quiet devotion to environmental responsibility.

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