

## ICONS

## U.K. Rooms With a Global View

**POST-OLYMPICS** London may take pride in its cosmopolitanism, but many in the art world still consider the city's tastes firmly tilted to the West. A new art fair, now under way, aims to adjust that tilt.

The three-day Art13 London, which opened Friday, has gathered 128 art galleries from 29 countries in a barrel-vaulted Victorian building in the city's west. The event bills itself as "global": Half of the works for sale hail from non-Western artists, and 60% of the galleries have come from outside the U.S. and U.K., including Asia, South America, Africa, the Middle East and Russia. Of the exhibitors, 70% have never before attended a London fair.

The fair offers an opportunity to "test the curiosity of the European collector class and, equally important, to help the European population understand what [Chinese and other Asian] art is," says Philip Dodd, chairman of Art13 London's advisory board and the London-based company Made in China. Besides, he says, "Every Western gallery wants to find...Asian collectors." On Friday, Mr. Dodd led Chinese collectors who own private museums in a discussion called "The China Moment."

In 2007, the fair's creators, Tim Etchells and Sandy Angus, founded Art HK: The Hong Kong International Art Fair, which became Asia's dominant modern and contemporary



CYNTHIA-REEVES gallery will show Sarah Amos's 'Strike Slip.'

art event. (It's to relaunch in May in Hong Kong as part of the growing Art Basel franchise after MCH group, the owner of Art Basel, bought a controlling stake in 2011.) Despite the powerful Asian presence at the fair, director Stephanie Dieckvoss says she doesn't expect "a dominance of any region or aesthetic expression."

Pearl Lam, an owner of Hong Kong and Shanghai galleries who lives part-time in London, has brought two Chinese abstract artists to Art13: Su Xiaobai and Zhu Jinshi, whose installation "Boat" is made of 8,000 sheets of rice paper. Their pieces sell for \$50,000 to more than \$400,000.

High-end figures aside, in general prices at the fair can be accessible. Top-tier galleries such as Gagosian and White Cube are absent from the event's exhibitor list. Gwen Lee, director and co-founder of Singapore's photography-focused 2902 Gallery, is showing works by Southeast Asian artists including Heman Chong, who has represented Singapore at the Venice Biennale. Their prices start around \$3,000.

London may already be slowly broadening its interests. Recent exhibitions such as "Korean Eye" and "Hong Kong Eye" at the Saatchi Gallery, as well as shows such as the Yayoi Kusama retrospective at the Tate Modern, have boosted the profile of Asian art in the city. —Lara Day