

APPAREL AND ACCESSORIES

Dunhill announces Frieze Master Talks 2024 program

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The company is extending its partnership with the Frieze Art Fair for three more years. Image courtesy of Dunhill

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

British menswear label Dunhill is promoting its partnership with a modern art fair.

In 2023, the brand helped bring Frieze Masters Talks, a curated series of conversations exploring the relationship between historical art and contemporary practice, back to life for the first time since 2019. Dunhill is now announcing this year's lineup of panel discussions and speaker features, set to take place during **Frieze London**, which goes live from Oct. 9-13, 2024.

"I am delighted that Dunhill will continue its partnership with Frieze Masters, an extended 3-year sponsorship that will foster thought leadership within art, design and culture through its exceptional talks program," said Andrew Holmes, CEO ad interim of **Dunhill**, in a statement.

"It's an honor to welcome both Sheena and Shanay as this year's respected curators, alongside the renowned speakers who will bring the series to life," Mr. Holmes said. "The collaboration is a perfect alignment of both brands' commitment to platforming cultural legacy and intelligent conversation."

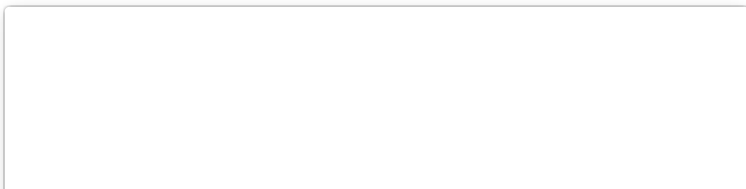
In conversation

Last month, Dunhill signed a deal that extends its sponsorship of Frieze Masters Talks through 2026.

Today, it shares the plan for the 2024 edition of the event, curated by Sheena Wagstaff and Shanay Jhaveri, creative advisor of Frieze Masters and head of visual arts at the London-based performing arts venue Barbican Center, respectively.

Guided by the theme "The Creative Mind," Frieze Masters Talks 2024 topics range, addressing artistry across various mediums and geographies.

Similar to last year ([see story](#)), each talk will be hosted within the Dunhill lounge, created in collaboration with experiential design firm Studio Boum, and will be recorded and released weekly in November.



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A post shared by Frieze (@friezeofficial)

A special kickoff conversation and dinner service will be held on Oct. 3, 2024, at the Bourdon House, Dunhill's flagship boutique in London's Mayfair district, with former Frieze director Polly Staple moderating a talk between British artist Mark Leckey and Jenny Waldman, director of British charity Art Fund.

The first panel of Frieze London will be held on Oct. 9, 2024, at 4 p.m. Artists Dia Al-Azzawi and Glenn Ligon will speak with Zo Whitley, director of the Chisenhale Gallery in London, about poetry and the written word.

The following day, at noon, English artist Jeremy Deller, Frieze board member Victoria Siddall and British politician Sir Christopher Bryant will discuss governance in the United Kingdom.

British artist Barbara Walker will later sit down with photographers Ming Smith and Lou Stoppard and talk about their approaches to portraiture during a 4 p.m. panel entitled "The Faces of Community."

Come Oct. 11, 2024, Iranian visual artist Nairy Baghramian will chat with British author Julian Rose and Glenn Lowry, director of the Museum of Modern Art in New York, about the interplay between culture and politics at noon. That afternoon, at 4 p.m., Gabriele Finaldi, director of the National Gallery in London, will take the stage with a presentation that Frieze Masters Talks organizers are calling "The Power of Painting."

The event will close with French artist Nathalie Du Pasquier, German architect Annabelle Selldorf and Abraham Thomas, former curator-in-charge of the Renwick Gallery at the Smithsonian American Art Museum, conversing on the role that plastic plays in design.

More information regarding Frieze Masters can be found [online](#).

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