

The logo for GL events UK, featuring the letters 'GL' in white on a red square background, with the word 'events' in white below it, and 'UK' in a smaller font to the right.

UK

FRIEZE  
ART  
FAIR



## Freize Art Fair

### Case Study

For six years, GL events UK provided a vast and stylish complex of temporary structures to accommodate the acclaimed Frieze Art Fair, held in London's Regents Park.

To create a highly-publicised temporary exhibition venue fit for seminars, lectures,

premieres and major installations by more than 160 of the world's leading galleries, we installed a clean and simple series of interconnected, giant, 50m-wide temporary structures that, combined, resulted in 20,000sqm of multi-purpose space.



This space consisted of the event's foyer, four distinct exhibition zones, two washroom areas, an auditorium, VIP lounge, restaurant and dining space, two kitchens and an array of storage areas. Externally, we created and installed impactful entrances, smart accessibility ramps, decked terraces and a large patio area.

Glazed panels and high-security doors completed our installation, which was finished with a range of modern and discreet interior linings.

Regents Park is part of the Royal Parks estate and, as a protected habitat for wildlife, is a National Nature Reserve, as well as London's largest Site of Special Scientific Interest and a European Special Area of Conservation.





GL events UK planned carefully to preserve and protect the site during event operations, adapting our products and practice to maximise the use of restricted space. We worked around and incorporated trees into our bespoke solution, raising our giant temporary structure installation onto a low scaffolding platform, protecting and preserving the grass and habitat at the park while delivering event organisers' objectives.

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