

## WME-IMG's Ari Emanuel Surveys His Agency's New Art Partner, Frieze

BY LAURA VAN STRAATEN | OCTOBER 8, 2016

The co-CEO toured the media and events company's London fairs and purchased a work while such stars as Emily Ratajkowski checked out the events of the week, including Gagosian's show with L.A. master Ed Ruscha.

Last April, WME-IMG, the top Hollywood agency and events company, announced its major stake in Frieze, the media and events company that this week put on its best-known events: its eponymous London fairs devoted to the sale and celebration of art. Both parties boast of the deal as a "partnership," though everyone has kept quiet about the size of what likely was a very fat "cheque," as they call them in London.

WME-IMG co-CEO Ari Emanuel was on hand for the London. He acquired a 1969 acrylic on canvas entitled "Blue Rational Irrationalism" from New York's Garth Greenan Gallery by the late abstract artist Al Loving. Emanuel and Mark Shapiro, WME-IMG's chief content officer who works closely with the Frieze team, both attended a breakfast at Tate Modern on Oct. 6. In an email that day, Shapiro told THR, "It has been an amazing week in London. Frieze puts on an incredible event." And, he added, so far, attendance is up by "double digits" from previous years.