



HOTEL AMERICANO IS HEATING UP FRIEZE



Emilio Chapela, *The Space Around*

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Frieze New York is underway, and at the center of the annual art fair's events, gallery openings, performances, and more is HotelAmericano. The unofficial clubhouse of the Chelsea art scene's movers and shakers (if you walk in for lunch, dinner, or a drink on the roof, you can bet you'll be in the company of a

few heavy hitting artists, dealers, and gallerists), the hotel is *the* place to see and be seen during this year's fair (aside from the *actual* fair in Randall's Island Park, of course). For instance, just last night, the hotel hosted a kickoff party of sorts, celebrating Assouline's new tome, *Frida Kahlo: Fashion as the Art of Being*, as well as the opening of *The Space Around*, a multimedia installation by artist **Emilio Chapela** that fuses art, architecture, and nature. The latter marks the hotel's forth installation project in partnership with Frieze, and is now open to the public. "Everybody's welcome to come, take a look, and experience Emilio's work," said Andrea Franchini who, in addition to being the hotel's director of events, partnerships, and development is also a full-time resident. "Emilio actually started coming to the hotel as a guest," Franchini continued, "and we liked the idea of doing something with him for Frieze because, as a Mexican artist, he speaks to the hotel's Latin heritage. He's put together some very interesting visual installations."

The hotel will play host to a number of other private Frieze events, like *Artforum's* annual dinner and some late-night dance parties, but even if you're not on the VIP list, it's worth dropping by for the installation and the scene. You might even run into a living legend, like Franchini did a while back. "I remember when Jeff Koons came in, and I was like, Oh *wow!* I mean, all the artists who come by are great, but having one of the top contemporary artists here was pretty special."

The HotelAmericano is located at 518 W 27th St, New York, NY. The Space Around is open to the public daily starting at 10 AM through May 8.