

Case Study

Frieze

Profile

Website's name / Domain	http://www.frieze.com
Country of origin	United Kingdom
Geographical scope	National, European
Language/s / tackling of language issues	The website is only available in English

Website owner

Contact	Frieze 81 Rivington Street London EC2A 3AY, UK Amanda Sharp info@frieze.com
Type of organisation	Non-profit organisation
Description of the owner organisation	Frieze Foundation is a non-profit organisation established in 2003 and is responsible for the curated programme at Frieze Art Fair, comprising artist commissions, talks, films, music and education. Frieze Foundation is funded by the European Commission's Culture 2007 programme and Arts Council England.

Importance of the website within the organisation structure

The website is divided into three parts, the foundation, the art fair and the art magazine. The magazine's website provides the most communication facilities whereas the other two parts of the website provide information about the art fair and other projects. The website especially aims at facilitating information sharing and debate about art beyond British borders.

Description of the website's mission and objectives including the main activities of the website and which domains and disciplines are addressed, as well as how the accomplishment of the mission is facilitated

The Frieze foundation aims at supporting European artists from different cultural sectors. The foundation's website offers information about the recent projects including videos and podcasts. The Frieze magazine's websites provides information about cultural events across Europe and encourages dialogue among artists, cultural mediators and the broader public. All news are supported by either photographs or videos. Dialogue and communication about European art is fostered by a blog on the magazine's website as well as the possibility to comment on news articles. The website incorporates many different artistic domains and addresses artists, cultural mediators as well as the broader public.

Website facilities

Kind of facilities	<ul style="list-style-type: none"> • Blog • Newsletter • Online magazine • Photo Galleries • Video and podcasts • Commenting • RSS feed 						
Member / non-member facilities	Member facilities						
Importance within the website content	The magazine's website focuses on the member contribution. Most events are presented by members via blog entries, pictures and videos. The magazine's website creates a platform for artists, cultural mediators and the broader public to communicate and discuss about European cultural events.						
Frequency of usage	<table border="1"> <tr> <td data-bbox="707 1525 1038 1603">Number of visitors (monthly)</td> <td data-bbox="1038 1525 1398 1603">--</td> </tr> <tr> <td data-bbox="707 1610 1038 1688">Frequency and number of uploads of contributors</td> <td data-bbox="1038 1610 1398 1688">--</td> </tr> <tr> <td data-bbox="707 1695 1038 1787">Frequency of website updating by the website owner</td> <td data-bbox="1038 1695 1398 1787">--</td> </tr> </table>	Number of visitors (monthly)	--	Frequency and number of uploads of contributors	--	Frequency of website updating by the website owner	--
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Does the website show any results for working communication and debate on a European / cross-border level?	The Frieze Art Fair presents artists which have been supported by the Frieze Foundation. The magazine's website shows working communication among the registered members and the interest in European cultural events. The possibility for commenting on articles encourages members' discussion and can be used like a forum.						

Evaluation of the website

Mission and objectives, accomplishment of mission	Attitude towards the European idea, incorporation of the European idea	The three websites aim at informing artists and the broader public about European events and art as well as encouraging dialogue about European artistic development.
	Cultural values	Especially the magazine's website encourages intercultural dialogue about art perception and art events. The multinational scope fosters exchange and debate about the diversity of European art. Furthermore the editor's blog and the print magazine raise awareness about innovative artistic developments.
Presentation, navigation, structure	The website's structure is very clearly arranged and the division of the website into three different parts makes the navigation very easy. Furthermore the presentation is very appealing through the implemented photos and videos.	
Trustfulness	The network is supported by to the Deutsche Bank as well as Simmons & Simmons. Furthermore, the network is physically represented in London and Berlin.	
Main strength	Main strength are the blog and the commenting possibility	
Main drawback	Main drawback is the availability in only one language.	
Usage of communication facilities	The communication facilities are frequently used and the magazine's website's content mainly consists of user contribution.	

Vision and recommendation of website owners

Recommendations for the European Commission	--
Vision of further development of the website	--