

LONDON, ENGLAND, September 19, 2013 **/24-7PressRelease/** -- The annual Frieze Art Fair, from 17-20 October, has established itself as one of the main London events in the autumn cultural calendar, attracting artists, gallerists, collectors and art lovers from around the world, all of whom can find great hotel deals on [LondonTown.com](#).

The main [London event](#) is the Frieze Art Fair, 150 top art galleries exhibiting bold, brash work from around 1,000 contemporary artists, including a few specially commissioned pieces. Entry to the main pavilion in the Inner Circle of Regent's Park is ticketed, but you can get a free sample at Frieze's temporary outdoor sculpture park next door.

Across London there will be more shows and events complementing the main art fair. Nearby at Gloucester Green, Regent's Park, is Frieze Masters, also running from 17-20 October, where 90 galleries will show work from some of the most famous artists in history: enjoy works by modern geniuses such as Warhol or Hockney alongside older masters such as Picasso or Rubens before they are snapped up for private collections. In Mayfair, Berkeley Square's Pavilion of Art & Design London (or PAD for short) brings together exceptional works of modern art, design, decorative arts, photography, jewellery and tribal art from 1860 to today.

This year also sees the launch of a new London Event, 1:54, the first ever international fair dedicated to modern and contemporary African art. This takes place at Somerset House from 16-20 October in a space designed by celebrated architect David Adjaye.

Over in Shoreditch, the old Truman Brewery on Brick Lane will be hosting two fringe events with a more urban vibe. The Other Art Fair, curated by artists, showcases original art that won't break the bank, while the Moniker Art Fair celebrates street art.

For more details, listings of other art exhibitions taking place this autumn, plus great hotel deals for visitors, see [LondonTown.com](#).

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