FRIEZE VIEWING ROOM
LONDON EDITION
EXHIBITOR GUIDE

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1. SETTING UP YOUR ACCOUNT

TO SET UP YOUR ACCOUNT:

1. You will receive a registration email to gain access to your Viewing Room. The subject line is: **"Frieze Viewing Room: Register for your Gallery Account"** and the email address is viewingroom@mailing.frieze.com.

2. Click on the link provided. The link will take you to the Frieze Viewing Room platform, where you will be asked to create your personal password to log-in to your gallery account. *Please note, you will see a green 'Password successfully created' message. Each user will have a unique log-in specific to their own email address, the link is one-time use only and expires within 72 hours.*

3. You will then gain access to your gallery's Viewing Room. Now you can begin setting up the Viewing Room and nominating other members of your team to gain access.

4. Once you have completed registration, you can log in via http://viewingroom.frieze.com/admin/login.

5. If you have forgotten your password, please use the forgotten password function to re-set this.

If your access link is expired or if you have any queries related to setting up your account, please email exhibitors@frieze.com.

TO ADD GALLERY ADMINS:

1. Click on **"Gallery Admins"** on the black navigation tab to the left.

2. You will see a list of all names and email addresses that are registered as a Gallery Admin.

3. To add a Gallery Admin, select the black **"+"** symbol at the bottom right of the screen.

4. Input the full name and email address of the person you wish to nominate.

5. Click **"Save"**.

6. They will then receive a registration email with a unique link to log-in. When they have registered successfully you will see their details appear in the **"Gallery Admins"** list.

TO REMOVE GALLERY ADMINS:

You can also remove a Gallery Admin by selecting the delete symbol next to the email address you wish to delete.

TO SET UP YOUR GALLERY PROFILE:

1. Click on **"Gallery Profile"** on the black navigation tab to the left.
Here you can enter the following details:

2. Region: You can select multiple regions if applicable.

3. Website: Enter the URL to your gallery's website. You can enter up to
two websites.

4. Primary & Secondary Address: You can enter up to two gallery addresses in the
two panels provided, including the City, Country, and Zip Code.

Please also enter the corresponding:

- **Gallery Phone Number**: Enter your country code followed by the phone
number.

- **Email**: You can enter up to two emails. All artwork inquiries made through
the platform will be sent to all these addresses, these will also be visible to
visitors of your Viewing Room on the front-end.

5. Social Media links: These must be full URL website links.

6. Chat Enabled Toggle: This toggle enables and disables the chat function when
the viewing room is open to visitors.

7. Click **"Save"**.

2. UPLOADING ARTWORKS TO YOUR INVENTORY

TO UPLOAD INVENTORY:

You will need to upload artworks to the **"Inventory"** section of your profile before setting up your Viewing Room. You can upload as many artworks to your inventory as you wish, however, the number of artworks that you can show at a given time is dependent on your participation package. The selection of works can rotate throughout the duration of the display.

1. Click on **"Inventory"** on the black navigation bar to the left.

2. To add an artwork image, click on the black "+" symbol at the bottom right of the screen.

3. You will see the inventory overview page.

Please note: visitors to the Viewing Rooms will not be able to download any artwork images or videos presented by the gallery.

REQUIRED FIELDS:

The following fields are required and will be marked with an asterisk (*) in the backend as **mandatory**. The fields in bold on the inventory page will appear on the front-end of the platform. All other fields will be used for search functionality only.

1. Add Primary Image: This image will appear in thumbnail form in visitors searches and will be expanded when clicked on. This will be the main image of the artwork and will appear in the virtual gallery space if the **"Wall Mounted"** function is turned on.

   ○ Minimum resolution: 1600w x 1200h pixels
   ○ Accepted file format: JPEG, PNG

2. Upload Video: You can use **"Upload Video"** to upload either a video as the primary artwork or a video which contains further information about the primary image as detail. Please note that if you choose to upload a video as a primary artwork you will need to add a corresponding primary image such as a video still as this is used in artwork lists and searches as a thumbnail. The video will appear as the second detail in the image sequence unless "**Video First**" toggle is switched on. You can upload one video per artwork and the video can appear in first or second place in the sequence only.

   ○ Maximum file size: 25GB
   ○ Suggested resolution: 1080p (minimum 720p)
   ○ Accepted file formats: 3GP, AVI, MOV, MP4, FLV, and WMV
   ○ Aspect ratio in HD: 16:9

Please note: the video upload once started can take an extended period to complete dependent on the file size and internet connection. Please allow 15 minutes before attempting to preview your video from the front-end, otherwise an error message will appear.

3. Artwork Detail Images: Click "+ Artwork detail image" to upload additional images of the artwork. A maximum of 25 artwork detail images can be uploaded of each artwork. These images will appear as additional images for visitors to browse. *Important Note: please use a descriptive and consistent file name and format for your videos, e.g. "Gallery Name_Artist Name_Artwork Name".*

4. Artist(s): When searching for your artist start typing the artists' name and wait a few seconds for a drop-down list to appear. If you cannot find your artist, please click on the plus sign to the right to add a new artist. **All new artist requests will need to be reviewed and approved, please allow up to 24 hours for this to be processed.** If you are adding more than one new artist to the database, we recommend requesting these together in advance so that your requests can be processed at the same time. You will be notified by email once your artist has been accepted.

5.Title: Add your artwork title here.

6. Century Range: Please select the century range that applies from the dropdown, this will be used for search functionality only.

7. Height, Width and Depth: Measurements must be entered in centimetres and not inches. Artworks will always be displayed with both unit indications for the ease of collectors. Please enter exact measurements as artworks will be scaled when using the virtual gallery space (i.e. "Wall Mounted" function is set: "On"). If you have uploaded a video work, please leave these fields blank, the "**Wall Mounted**" toggle should also be switched off.

8. Wall Mounted Toggle: The "**Wall Mounted**" toggle on the platform is the virtual 2D gallery space in which you can set 2D, wall mounted works. This will be the first image that is seen by visitors when browsing the work. If you turn "Off" the "**Wall Mounted**" toggle for the artwork in the inventory settings, the 2D viewing room feature is turned off and the browser will simply display any video or image files you've uploaded as the primary artwork image.

If the "**Wall Mounted**" toggle is turned on, the dimensions should correspond to the artwork image you have uploaded. For example, if the image shows the work framed, then the measurements must take the frame into account. In this case, the unframed measurements can be listed in the "**More Information**" field if required. If the work is smaller than 15 x 15 inches, please preview the work within the Viewing Room and consider turning off the "**Wall Mounted**" toggle.

9. Medium: Select the medium of the artwork from the drop-down list, if the category you are looking for is not available, please select "**Other**" and use the free text field "**Medium Description**" to indicate further details.

10. Medium Description: Please specify, e.g. Oil on Canvas.

11. Price Range: This will be used as a filter option by collectors and will be visible if a price has not been entered in the "**Price**" field. Should you not wish to include a price, please select POA from the "**Currency + Price**" field.

12. Sales Status: Please mark if your work is available, reserved, sold or not for sale by using the "**Available**", "**Reserved**", "**Sold**" and "**Not For Sale**" buttons. Use this feature to give a clear indication of sales demand.

13. Transparent Toggle: You will need to toggle on for artworks with a transparent background. Please note that you will need to upload an image with a transparent background, this will not be done automatically. Find tips on how to create a transparent background using Photoshop here.

14. More Information: Use this field to include further information about the artwork (max 500 words). This is a mandatory field which will be visible from the front-end. Please note that this field must be populated in full; you must include a text about the individual artwork or a general text about the artists practice and/or biography to provide context for the visitors. Please ensure these texts are not missing or incomplete in your Viewing Room.

ADDITIONAL OPTIONAL FIELDS:

1. Year: Input exact year of artwork using the following format, ex: 2001, or 2001-2007, if this is not available, please use "**Alternative Date**".

2. Alternative Date: If the exact date of the work is unknown, please enter the alternative date here, e.g. circa. 1980. Will override "**Year**" if filled in.

3. Edition: Please use a consistent format throughout your viewing room. For example, if one edition is formatted as 1/10 then the other could read 2/6 or 2/6 + 1AP. *Please note: since the field already includes the word Edition, avoid writing "Edition of 4," as this will appear in the front end as "Edition Edition of 4".*

4. Duration: For video works, please use the following format hrs:min:sec.

5. Artwork Category: From the dropdown menu, please select the category the artwork falls under. If your category is not available, please leave this field blank.

6. Artist place of birth: This will help filter results for visitors.

7. Artist based in: This will help filter results for visitors.

8. Artwork originating region: This will help filter results for visitors.

9. Artwork created in: This will help filter results for visitors.

10. Currency + Price: Include the exact price to appear alongside the artwork on the front-end instead of a price range by selecting the currency from the dropdown, then entering an exact price. Alternatively, you can select "POA" from the currency dropdown if you do not wish to indicate the exact price. We encourage you to display prices for all artworks, especially during preview days. If this field is left blank, the price range selected earlier will be displayed by default.

11. Video First Toggle: By toggling on, this will place your video in the first position ahead of the artwork image.

12. Share Toggle: This function allows visitors to share a link to an artwork on social media. The function is turned off by default, and it is up to the gallery to activate it.

13. On View Toggle: By toggling on, your artwork will be marked as being on view at the gallery.

14. Document Pack: You can use this field to upload supporting material in PDF format (e.g. artist CV, condition report, etc.). Allows one PDF only.

15. Click "Save". You should see a green banner appear at the bottom of the page as confirmation.

EDIT OR DELETE INVENTORY:

To edit or delete an artwork in your inventory, click on the three dots next to the artwork title.

3. SETTING UP YOUR VIEWING ROOM

TO SET UP YOUR VIEWING ROOM:

1. Click on "**Viewing Rooms**" in the black navigation bar on the left side.

2. To edit your viewing room, open the menu by clicking the 3 dots in the top right corner and selecting "**Edit**".

3. **Title:** This will be the name of your gallery and will appear on the front-end. Please email exhibitors@frieze.com if you wish to update your gallery name.

4. **Quote:** If you like, please add a quote. This will show on your viewing room in between artwork images on the front-end. The max character count is 400.

5. **Full description about this Viewing Room:** Input a full description of your presentation. This will appear on your Viewing Room homepage. There is no limit to the word count, although it will be shortened on the front-end with a "Read More" option to show the remainder of the text.

6. **Section:** This will be pre-populated for you.

7. **"Upload Primary Image":** This image will be displayed at the top of your Viewing Room and will be used as the thumbnail image that will appear under the full gallery list and in gallery searches. We kindly request that you use an artwork image for this function as opposed to an image of your gallery space or logo. Please ensure that your gallery name is easily readable with your banner image of choice.

  ○ Minimum resolution: 2000 x 2000 pixels
  ○ Accepted file format: JPEG and PNG

  Exact banner image specifications:
  ○ Size: 2528 x 912 = 2.31 megapixels
  ○ Aspect ratio: 2.77
  ○ Angle of diagonal: 0.346 rad = 19.8°
  ○ Length of diagonal: 2688 pixels

8. **"Upload Video":** When a video is uploaded there will be a "Play" button layered on top on the front-end of Frieze Viewing Room. Please note if you upload a video you will also need to add a corresponding thumbnail, e.g. a video still as this image will appear as the gallery thumbnail in searches. If you wish to change the default video still that appears with the play button, please email us the time stamp with your desired video still image and we will update this on your behalf.

  ○ Maximum file size: 25GB
  ○ Suggested resolution: 1080p (minimum 720p)
  ○ Accepted file formats: 3GP, AVI, MOV, MP4, FLV, and WMV
  ○ Aspect ratio in HD: 16:9
    Please use filename format 'GALLERYVIDEO_GalleryName'

9. Chat Function: This function is available for all galleries and works alongside the email "Inquire" feature as an additional way to that collectors can contact you.

– When a visitor clicks on the **"Inquire"** button next to an artwork they will be prompted to fill in and send the email inquiry or, if a gallery admin is logged in to the **"Chat"** feature to initiate a **"Live Chat"**.

– When a gallery admin is logged into the backend, the **"Live Chat"** feature will be available to the visitor on the front-end. If the gallery is not logged in or has turned the chat function off, then the visitor will not be offered the **"Chat"** option. All gallery admins will have a **"Chat"** section in their back-end to manage these conversations.

– Multiple chat threads can be opened simultaneously and will be visible to admins that are logged in.

– As the gallery admin you will see the full name and invite level of the visitor when you are chatting with the person. You can also switch off the **"Live Chat"** function by toggling the bar to the left, on your Gallery Profile page.

INVENTORY PLACEMENT WITHIN VIEWING ROOM:

This will allow you to select the artworks from your inventory that you wish to display and to select the order in which the artworks will appear in your Viewing Room. The number of works you can display in your Viewing Room is dependent on your participation package. Please find the instructions on inventory placement below.

1. Select the "**Place Inventory**" symbol and select from the list of artworks uploaded to your inventory by using the tick boxes and then clicking **"Add"**. If you cannot select a tick box please check that you have not reached your participation package allocation as this option will be disabled once the limit is reached.

2. You can change the order in which your works will appear by using the **directional arrows**. You can also delete the artwork from the current position in which it is placed by selecting the **"X"** symbol. The artwork will then be added back into your inventory list so you can choose to add this back into your viewing room at a later stage.

3. Click "**Save**".

PREVIEW VIEWING ROOM:

To preview how your viewing room will appear to visitors, simply click on the "**Preview Viewing Room**" button and this will take you to a separate screen to view your final presentation from the front-end. Please ensure that you have reviewed your final presentation using this function in advance of the **Thursday, 7 October** deadline.

4. PRESENTATION GUIDELINES

BANNER IMAGE

This image will be displayed at the top of your Viewing Room and will also be the thumbnail image to appear under the full gallery list. We kindly request that you use an artwork image for this function as opposed to an image of your gallery space, installation image or logo. Please also ensure that your gallery name is legible with your primary image of choice as the font colour will be the same for all gallery names.

- Minimum resolution: 2000 x 2000 pixels
- Accepted file format: JPEG and PNG

Exact banner image specifications:
- Size: 2528 x 912 = 2.31 megapixels
- Aspect ratio: 2.77
- Angle of diagonal: 0.346 rad = 19.8°
- Length of diagonal: 2688 pixels

BANNER IMAGE VIDEO STILL

If you have uploaded a video as your primary image in your Viewing Room and you wish to change the default video still that appears with the play button, please email us the time stamp with your desired video still image and we will update this on your behalf.

WALL MOUNTED TOGGLE

The **"Wall Mounted"** toggle on the platform is the virtual 2D gallery space in which you can set 2D, wall mounted works. This will be the first image that is seen by visitors when browsing the work. If you turn **"Off"** the **"Wall Mounted"** toggle for the artwork in the inventory settings, the 2D viewing room feature is turned off and the browser will simply display any video or image files you've uploaded as the primary artwork image. If the work is smaller than 15 x 15 inches, please preview the work within Viewing Room and consider turning off the **"Wall Mounted"** toggle.

TRANSPARENT BACKGROUND

Any 2D, wall mounted artworks that are to appear in the virtual gallery space with the wall mount function switched on must be cropped to the edge of the artwork or, for works with irregular edges, the image must be created with a transparent background. Tips on how to create a transparent background using Photoshop can be found [here](#).

Once you have edited the image, please ensure you save the file as a PNG, as JPEG format does not recognize transparencies and will automatically add a white border. You will also need to turn the **"Transparent"** toggle on once you uploaded the image to your inventory.

MORE INFORMATION
Use this field to include further information about the artwork (max 500 words). This is a mandatory field which will be visible from the front-end. Please note that this field must be populated in full; you must include a text about the individual artwork or a general text about the artists practice and/or biography to provide context for the visitors. Please ensure these texts are not missing or incomplete in your Viewing Room.

5. FRIEZE MASTERS VETTING

All presentations in the Frieze Masters 2021 edition of Frieze Viewing Room will be reviewed by a specially appointed Vetting Committee and the Art Loss Register to ensure that all exhibits meet the high standards of Frieze Masters. No exhibit can be accepted for display unless it has been reviewed and approved. You can find the specific vetting criteria relating to each category in the Vetting Guidelines as well as an example of how each artwork should be listed in the vetting list specific to each category.

ARTWORK CRITERIA
• Works shown at Frieze Masters must be made before the year 2000 (dated 1999 at the latest). The dateline can extend up to 2010 if the artist was born in 1940 or before.
• Exhibits must be artworks (paintings, drawings, tapestries and sculptures) - i.e. not furnishings, jewellery, or antiques.
• Exhibits that have been removed during the vetting process at previous fairs should be declared to the Vetting Committee.
• Exhibits that have been shown at Frieze Masters in previous years should be stated to the Vetting Committee.

6. FREQUENTLY ASKED QUESTIONS

HOW DO I REGISTER FOR MY GALLERY ACCOUNT ON FRIEZE VIEWING ROOM?
You should have received your registration email, with the subject 'Frieze Viewing Room: Register for your Gallery Account'. The registration link expires after 72 hours. To give access to your colleagues, simply login, go to 'Gallery Admins' in the left-hand navigation bar and click the '+' button to add your colleagues' name and email address. The system will then send them an email with a registration link.

HOW DO I LOGIN TO FRIEZE VIEWING ROOM ONCE I HAVE REGISTERED?
Once you have completed registration, you can login to your Viewing Room via
https://viewingroom.frieze.com/admin/login

WHAT IS THE CRITERIA FOR MY ONLINE PRESENTATION?
Main: You can display up to 18 artworks at a time within your Viewing Room. As Frieze Masters is a fully vetted fair, all artworks in your viewing room should reflect your accepted proposal and physical booth presentation, which will be vetted in person on Tuesday, 12 October. If you have any questions about the vetting process, please be in touch with Meike Brunkhorst via vetting@frieze.com.

Spotlight & Stand Out: You can display up to 12 artworks at a time in your Frieze Viewing Room. As Frieze Masters is a fully vetted fair, all artworks displayed in your Viewing Room should reflect your accepted proposal and physical booth presentation, which will be vetted in person on Tuesday, 12 October. If you have any questions about the vetting process, please be in touch with Meike Bronkhorst via vetting@frieze.com.

IS THERE A DEADLINE TO UPLOAD MY PRESENTATION?
All presentations must be ready by **Thursday, 7 October** so that curated picks can be finalised in advance of the Preview Days. You will be able to continuously update your inventory and works in your Viewing Room while the platform is live.

DO I NEED TO UPLOAD ARTWORKS TO THE INVENTORY IN THE ORDER THAT I WOULD LIKE THEM TO APPEAR IN THE VIEWING ROOM?
No, all artworks are uploaded to the "Inventory" section of your account. You can then select the works that you wish to display in your Viewing Room and the order in which they will appear in the "Viewing Rooms" section of the platform.

HOW CAN I TELL WHAT INFORMATION WILL BE VISIBLE TO COLLECTORS ON THE PLATFORM AND WHAT INFORMATION WILL ONLY BE USED FOR SEARCH CATEGORIES?
Fields in bold will appear on the frontend of the platform. All other fields will be used for search functionality only.

WHEN UPLOADING 2D WORKS TO APPEAR IN THE VIRTUAL GALLERY SPACE, DO I NEED TO CROP OUT THE BACKGROUND?

Any 2D, wall mounted artworks that are to appear in the virtual gallery space with the wall mount function switched on must be cropped to the edge of the artwork or for works with irregular edges the image must be created with a transparent background. Tips on how to create a transparent background using Photoshop can be found here.

Once you have edited the image, please ensure you save the file as a PNG, as JPEG format does not recognize transparencies and will automatically add a white border. You will also need to turn the 'transparent' toggle on once you uploaded the image to your inventory.

WHAT IS THE "WALL MOUNTED" TOGGLE?

The "Wall Mounted" toggle on the platform is the virtual 2D gallery space in which you can set 2D, wall mounted works. This will be the first image that is seen by visitors when browsing the work. If you turn "Off" the "Wall Mounted" toggle for the artwork in the inventory settings, the 2D viewing room feature is turned off and the browser will simply display any video or image files you've uploaded as the primary artwork image. If the work is smaller than 15 x 15 inches, please preview the work within Viewing Room and consider turning off the "Wall Mounted" toggle.

WILL VIEWING ROOMS CHANGE SCALE TO SHOW SMALLER WORKS?

Yes, there are two scales of viewing rooms; one for larger works and one for smaller works and this is automatically generated based on the artwork dimensions provided. The style will remain as you have selected. If the artwork is smaller than 15 x 15 inches, please preview the work within Viewing Room and consider turning off the "Wall mounted" function.

CAN I UPLOAD MORE THAN ONE VIDEO PER ARTWORK?

Currently you cannot upload more than one video per artwork. However, you can upload more than one video within your inventory and have more than one video artwork in your Viewing Room.

WHAT IF I WANT TO UPLOAD A SCULPTURE OR A VIDEO ARTWORK?

You can upload a sculpture as a normal 2D image, please ensure the "Wall Mounted" function is turned to "Off". A maximum of 25 artwork detail images can be uploaded of each sculpture. These images will appear as additional images for visitors to browse. You can also upload a video of a sculpture or video artwork as an asset in your inventory, you can do this by selecting "Upload Video".

HOW CAN YOU DISPLAY INSTALLATIONS AND SCULPTURES?

Installations and sculptures are currently not supported by the VR but you can upload up to 25 detail images, as well as a video to give the work context.

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MUST I LIST A PRICE FOR WORK?

"Price Range" is a mandatory dropdown field which will be used as a search filter by collectors and that will also be visible by default. However, the "Currency + Price" field, which is a free text field, will override the "Price Range" as displayed on the artwork page. Thus, you can specify a specific price to be displayed on the artwork page, e.g. "GBP 500,000". If you do not want to display a price range or price for a given artwork, please select POA from the "Currency" dropdown.

HOW CAN WE HELP MAKE COLLECTORS AWARE OF THE LOCATION OF ARTWORKS FOR SHIPPING PURPOSES?

We recommend noting the current location of the artwork in the "More Information" field on the "Inventory" page, so that collectors may factor in shipping times for artworks.

I AM UNABLE TO ENTER ALPHABETICAL CHARACTERS IN THE DATE FIELD, WHAT SHOULD I DO?

You can enter numerical dates or periods in the following format 2002-2004. If your work does not have a date or if you would like to include a non-numerical format, please leave this field blank and input details in the "Alternative Date" field.

CAN I UPLOAD ANY IMAGE AS A BANNER FOR MY VIEWING ROOM?

We kindly request that you upload an artwork image as opposed to an installation image, gallery image or logo. Please also ensure that your gallery name is legible with your primary image of choice as the font color will be the same for all gallery names.

- Minimum resolution: 2000 x 2000 pixels
- Accepted file format: JPEG and PNG

Exact banner image specifications:
- Size: 2528 x 912 = 2.31 megapixels
- Aspect ratio: 2.77
- Angle of diagonal: 0.346 rad = 19.8°
- Length of diagonal: 2688 pixels

WILL WE RECEIVE AN ALLOCATION OF EXHIBITOR PASSES FOR OUR STAFF?

Frieze provides up to 5 additional passes to allow access to the frontend of the site beginning 13 October. Please add your nominations for VIP's and Gallery Staff by clicking VIP Accreditation Site and logging in with your Secure ID. If you have already used your set allocation for clients, please reach out to vipexhibitors@frieze.com with your request and we will add the additional invitations to your account. *Please note, if you are already registered on frieze.com you can reset your password on this page if needed.*

WHO WILL HAVE ACCESS TO MY FRIEZE VIEWING ROOM?

Frieze Viewing Room will be accessible to invited VIP audiences on Wednesday, 13 October and Frieze Members on Thursday, 14 October, followed by a public opening to registered users from Friday, 15 October to Sunday, 17 October.

WHAT TIME WILL FRIEZE VIEWING ROOM BE OPEN TO VIPS AND PUBLIC AUDIENCES?

VIPs and public audiences will be able to access Frieze Viewing Room at the following times:

> – **Wednesday, 13 October**: VIP Preview, 8am London Time (BST)
> – **Thursday, 14 October**: Frieze Members Preview, 8am London Time (BST)
> – **Friday, 15 October**: Public opening, 8am London Time (BST)
> – **Sunday, 17 October**: Closing, midnight London Time (BST)

HOW DOES THE "LIVE CHAT" FUNCTION WORK?

This function is available for all galleries and works alongside the email "Inquire" feature as an additional way that collectors can contact you.

– When a visitor clicks on the "Inquire" button next to an artwork they will be prompted to fill in and send the email inquiry or, if a gallery admin is logged in to the "Chat" feature to initiate a "Live Chat".

– When a gallery admin is logged into the backend, the "Live Chat" feature will be available to the visitor on the front-end. If the gallery is not logged in or has turned the chat function off, then the visitor will not be offered the "Chat" option. All gallery admins will have a "Chat" section in their back-end to manage these conversations.

– Multiple chat threads can be opened simultaneously and will be visible to admins that are logged in.

– As the gallery admin you will see the full name and invite level of the visitor when you are chatting with the person. You can also switch off the "Live Chat" function by toggling the bar to the left, on your Gallery Profile page.

HOW DOES THE "INQUIRIES" FUNCTION WORK?

Visitors can use this function to send an email from the Viewing Room to the gallery. The email will contain the visitors name, phone number (if entered), message and artwork they are interested in. The visitor will also be cc'd in the email. The conversation then continues via email and is taken off the platform. The initial inquiry will be stored in your backend under the "VIP" section. All inquiries are recorded in the gallery "Analytics".

WHAT IS THE "SHARE" FUNCTION AND HOW DOES IT WORK?

This function allows visitors to share images and/or link of an artwork on social media. The function is turned off by default and it is up to the gallery to activate it. The first time you activate this you will be prompted to confirm that you have the right to allow visitors to share your image/link externally and to agree to indemnify Frieze against third party claims for infringement of intellectual property arising from this sharing function.

The "Share" button has two options: one option is to copy the unique URL of the image to your clipboard or you can generate a customisable email with the URL link to the artwork included in the body of the email.

WHAT IS THE "SAVE" FUNCTION AND HOW DOES IT WORK?

This function allows visitors to save a Viewing Room or an artwork to their Frieze Viewing Room account page. In this way a visitor can easily save Viewing Rooms and Artworks to view at a later stage and not lose track of their interests.

WHAT IS THE "SIGN THE BOOK" FUNCTION?

This function allows visitors to sign the gallery's digital book. When a visitor enters a viewing room, an automated pop-up window will appear, and users can choose to sign the book and agree to receive communications from the gallery. Subject to the gallery's compliance with the Viewing Room Exhibitor Agreement, the names and email addresses of guests signing the book will be shared with the gallery.

WHAT IS THE "LIKE" FUNCTION AND HOW DOES IT WORK?

This function allows visitors to like an artwork. Their details will then be available for you to view under the "likes" tab of the "Analytics" section. This information will either be provided as a live or post-fair user report, depending on your participation package.

WILL FRIEZE HAVE ACCESS TO OUR VIP LIST?

VIP guests are nominated by the gallery via our VIP Accreditation site; Frieze will have access only to the list of names, you will not be required to submit your VIP guests are nominated by the gallery via our VIP Accreditation site; Frieze will have access only to the list of names, you will not be required to submit your clients contact information.

Once approved, the gallery will be able to email the VIP invitation directly to the client with instructions on how to register and access the viewing room. Once live, there will be a 'click to email' button next to the name of each approved guest which will generate a customizable email that will contain the guest's unique activation code.

Please note that due to GDPR rules, Frieze cannot contact your clients without their consent therefore the gallery is responsible for informing the clients of their invitation status and activation code.

HOW CAN I TELL IF MY VIEWING ROOM HAS RECEIVED ANY VISITS?

The "Analytics" dashboard section is available for galleries to learn more about their Viewing Room visitors and how they interact with each work in the display. Please click on "Analytics" in the black navigation bar on the left side to view your data.

HOW WILL I RECEIVE SALES INQUIRIES?

When a collector makes an inquiry, a notification email will be sent to the email address(es) you have listed in your "Gallery Profile", including the name and email of the person inquiring and further information if they have provided it, so you can choose to contact them directly. Full details of all inquiries received can be viewed under the "VIP" section of your Frieze Viewing Room account.

IS FRIEZE INVOLVED IN THE SALES TRANSACTION?

Frieze is not involved in the sales transactions. This happens directly between the gallery and the collector once they have been put in touch via the inquiry or live chat function.

HOW WILL FRIEZE PROTECT OUR DATA?

Frieze treat the protection of personal and confidential information with the highest priority. All our data is stored securely, and we never share any acquired or entrusted information with anyone outside the organization without the express permission of the original owner of that information.

HOW WILL FRIEZE USE GALLERY IMAGES FOR PUBLICITY, AND FOR HOW LONG?

Images are used for press distribution, frieze.com and the social media campaign. We will use the images from now until the Viewing Room closes (unless the gallery states an embargo date). We might also use the images in the future, always crediting the gallery, mainly on our social media channels – but can refrain from doing so if the gallery explicitly requests this.

WHERE CAN I FIND MY POST-FAIR USER REPORTS AND FOR HOW LONG WILL THIS INFORMATION BE AVAILABLE?

You can access your post-fair user reports on the "Analytics" page of the platform. The post-fair user reports will be available until Sunday, 31 October so that you can review your analytics as well as export your data from your records.

I NEED HELP, WHO DO I CONTACT?

For any queries relating to your participation in Frieze Viewing Room, please be in touch with our team at exhibitors@frieze.com.