



## In Pictures: Frieze Seoul 2025

The fourth edition of the fair has opened at COEX – here are some early highlights, including a visit from South Korea's First Lady

IN FRIEZE SEOUL | 05 SEP 25

Frieze Seoul 2025 features 120 galleries showcasing contemporary and historical artists from 30 countries across Asia and the rest of the world. Returning to COEX for its fourth edition from 3 - 6 September, this year's fair sees expanded *Frieze Masters* and *Focus Asia* sections, plus performances in the LIVE programme and activations across the Korean capital. Check out [this guide to having a perfect day](#) at Frieze Seoul 2025, and meanwhile here are some highlights from the fair so far, including an unexpected visit by South Korea's First Lady, Kim Hea Kyung.



South Korea's First Lady Kim Hea Kyung meets artist Takashi Murakami. Courtesy: Frieze and Wecap Studio. Photograph: Wecap Studio



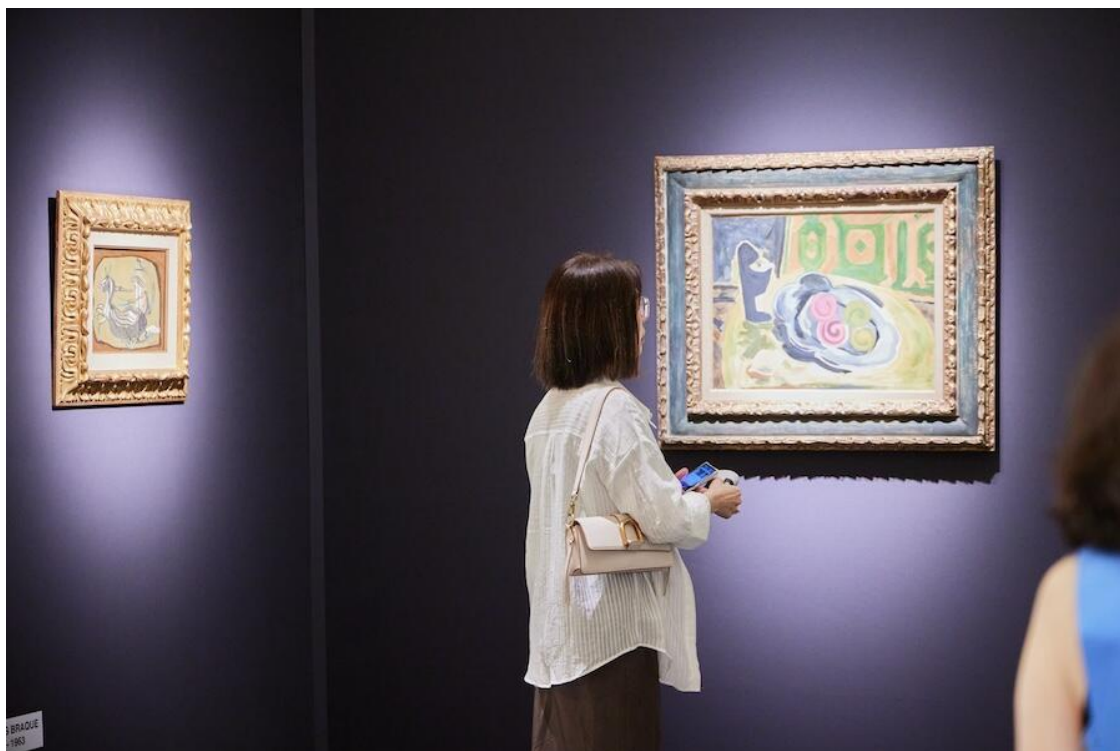
Yagwang, Raw Proof: Echo, Frieze LIVE 2025 in partnership with Art Sonje Center. Courtesy: Frieze and Wecap Studio. Photograph: Wecap Studio



Frieze Seoul 2025. Courtesy: Frieze and Wecap Studio. Photograph: Wecap Studio



Frieze Seoul 2025. Courtesy: Frieze and Wecap Studio. Photograph: Wecap Studio



Regis Krampf Gallery, Frieze Masters section, Frieze Seoul 2025. Courtesy: Frieze and Wecap Studio. Photograph: Wecap Studio



sangheut, Focus Asia section, Frieze Seoul 2025. Photo by Wecap Studio. Courtesy: Frieze and Wecap Studio. Photograph: Wecap Studio



Frieze Talks programme presented in partnership with Kiaf SEOUL and KAMS, Frieze Seoul 2025. Courtesy: Frieze and Wecap Studio. Photograph: Wecap Studio



Gana Art, Frieze Masters section, Frieze Seoul 2025. Courtesy: Frieze and Wecap Studio.  
Photograph: Wecap Studio



drawingRoom, *Focus Asia* section, Frieze Seoul 2025. Courtesy: Frieze and Wecap Studio.  
Photograph: Wecap Studio



Takuro Someya Contemporary Art, Frieze Seoul 2025. Courtesy: Frieze and Wecap Studio. Photograph: Wecap Studio



Liam Gillick, Frieze Seoul 2025. Courtesy: Frieze and Wecap Studio. Photograph: Wecap Studio



Im Youngzoo, Frieze Seoul Artist Award 2025 commission, Frieze Seoul 2025. Courtesy: Frieze and Wecap Studio. Photograph: Wecap Studio



Take Ninagawa, winner of the 2025 Frieze Seoul Stand Prize. Courtesy: Frieze and Wecap Studio. Photograph: Wecap Studio



Kohesi Initiatives, winner of the 2025 Focus Asia Stand Prize, Frieze Seoul 2025. Courtesy: Frieze and Wecap Studio. Photograph: Wecap Studio



Print Bakery, Limited-Edition Ceramics at Frieze Seoul 2025. Courtesy: Frieze and Wecap Studio. Photograph: Wecap Studio



Gallery Planet, Focus Asia section at Frieze Seoul 2025. Courtesy: Frieze and Wecap Studio. Photograph: Wecap Studio



The Breeder, Frieze Seoul 2025. Courtesy: Frieze and Wecap Studio. Photograph: Wecap Studio



Bhak, Frieze Masters section, Frieze Seoul 2025. Courtesy: Frieze and Wecap Studio.  
Photograph: Wecap Studio



Frieze Seoul 2025. Courtesy: Frieze and Wecap Studio. Photograph: Wecap Studio



Oh Se-hoon, Mayor of Seoul at Frieze Seoul 2025. Courtesy: Frieze and Wecap Studio. Photograph: Wecap Studio



Yuli Yoon at Frieze Seoul 2025. Courtesy: Frieze and Wecap Studio. Photograph: Wecap Studio



Gladstone Gallery, Frieze Seoul 2025. Courtesy: Frieze and Wecap Studio. Photograph: Wecap Studio



Frieze Seoul 2025. Courtesy: Frieze and Wecap Studio. Photograph: Wecap Studio



ThisWeekendRoom, Frieze Seoul 2025. Photo by Wecap Studio. Courtesy of Frieze

## Further Information

**Frieze Seoul**, COEX, 3 – 6 September 2025.

For all the latest news from Frieze, sign up to the newsletter at **frieze.com**, and follow **@friezeofficial** on Instagram and **Frieze Official** on Facebook.

### TAGS

Frieze Seoul 2025

COEX

Focus Asia

<https://www.frieze.com/article/pictures-frieze-seoul-2025>