

PRESS RELEASE

BETTINA KOREK APPOINTED NEW CHIEF EXECUTIVE OF THE SERPENTINE GALLERIES

10 December



The Chairman and Trustees of the Serpentine Galleries announced today that Bettina Korek has been appointed CEO of the Serpentine Galleries in London, working in partnership with the Serpentine's Artistic Director, Hans Ulrich Obrist. She will begin in the role in March 2020.

The new team will take the Serpentine into an exciting new phase, building on its current success and delivering an ambitious programme for the Serpentine's 50th Anniversary in 2020.

American Bettina Korek has more than 15 years of experience as an arts advocate and administrator. She is the Executive Director of Frieze Los Angeles, which was inaugurated at Paramount Pictures Studios in 2019. Under her

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leadership, the February 2020 edition of the art fair will expand its programming aimed at increasing engagement with art throughout L.A. In 2006, after working at the Los Angeles County Museum of Art, Korek founded ForYourArt, an organisation that produces collaborative artist initiatives and a free, weekly guide to local exhibitions and events. ForYourArt organised the Participating Gallery programme for the Getty's *Pacific Standard Time* in 2012 and 2017. She has served on the Los Angeles County Arts Commission since 2011 and was its President from 2016 to 2017. She studied Art and Archaeology at Princeton University.

Bettina Korek said: "This is the only opportunity that could inspire me to leave Los Angeles. Some of the most compelling qualities of L.A. as a city are embodied by the Serpentine as an institution: intrepid innovation, fluidity across disciplines, an irrepressible preoccupation with the future. I am honoured to share the responsibility of leading the Serpentine into its 50th year with Hans Ulrich Obrist, Monica Varriale and the Trustees. I am thrilled to begin this endeavour and to continue to cultivate creative and philanthropic synergy between London, the US and the rest of the world."

Artistic Director, Hans Ulrich Obrist said: "Bettina Korek has a visionary understanding of art and its contexts and an incredible track record in supporting artists and their communities. I have come to appreciate her strategic acumen first-hand through frequent projects undertaken together in Los Angeles, where she has been a singular force in evolving a culture of civic engagement and patronage. I am delighted to be welcoming her to the Serpentine and to London at this moment when we are looking to expand our programme beyond the Gallery walls and into the future."

Serpentine Vice Chair, Barry Townsley said: "We are delighted that Bettina has accepted the role of CEO of the Serpentine Galleries. Bettina's excellent track record in arts management, audience engagement and innovative partnerships will ensure that the Serpentine builds on its legacy and continues to embrace the opportunities for a sustainable future. Bettina's exemplary record of service to the arts combined with Hans Ulrich's extraordinary artistic vision will enable us to continue pushing new boundaries for contemporary artists and audiences and to fulfil the mission of this unique institution."

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Supported using public funding by

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