

THE ROMEOS

Drawing inspiration from that extraordinary cold war spy strategy “The Romeos,” invented by GDR spymaster Markus Wolf, a group of young men will infiltrate the FRIEZE art fair. Their mission is to engage the participants of the fair—the exhibitor, the artist, the professional visitor, the cultural tourist, the art student, the security staff, even the maintenance staff—in a friendly, individual, and seemingly casual way. Their behavior is impeccably respectful and polite, but they are always moving, if the interlocutor is willing, towards more intimate contact: a longer conversation, a shared joke, a confession, a flattering remark. It might end there, or it might lead to another rendezvous, to a new friendship. Maybe, even, to a love affair.

Now that you know this, how will you regard any attractive young man who asks for directions? Will you believe his kind demeanor and his smile? Aware that he is acting, will you anyway accept, as the original secretaries romanced by cold war Romeos did, his friendship, and enjoy it as long as it lasts and as far as it goes? Whatever the case, you may rest assured: true to their absolutely suave style, The Romeos will never tell, and no one will know, what you did or what you said.

