Appointed Executive Dean of the Faculty of Art, Design and Architecture in January 2013, Prof Freschi has been involved in the arts and academia for most of his professional life. He holds a BA Fine Arts (with distinction) from the University of the Witwatersrand, a BA Honours in History of Art from the University of Cape Town, and a PhD from the University of the Witwatersrand. He began his academic career as a lecturer in History of Design at what was then the Cape Technikon (now the Cape Peninsula University of Technology), and taught subsequently at the Universities of Cape Town and Stellenbosch, and more recently at the University of the Witwatersrand, where he was until recently an Associate Professor of History of Art. He has taken occasional breaks from academia to work briefly as a researcher and consultant in human resources, and more recently as Executive Manager and Senior Curator of the Goodman Gallery, Cape Town.

In his PhD thesis, entitled 'The Politics of Ornament: Modernity, Identity, and Nationalism in the Decorative Programmes of Selected South African Public and Commercial Buildings, 1930-1940', Prof Freschi considered the political iconography of South African public buildings in the 1930s in relation to the political tensions between nationalism and imperialism at the time. As an ongoing research project, the scope of this work has subsequently expanded to encompass post-Second World War as well as post-apartheid public architecture and the extent to which the decorative programmes of public buildings are implicated in the construction of imaginaries of national belonging. A secondary line of research has been into the construction of the canon of modern South African art, and more recently how the art market is implicated in this. He has published a number of papers and book chapters on these and other subjects, and is frequently invited to speak as a guest lecturer and/or panelist on these and other subjects in national and international forums, and to present papers at national and international conferences.

Prof Freschi has active relationships with a number of professional bodies, being, amongst others, the ex-officio President of SAVAH (South African Visual Arts Historians), a Vice-President on the Board of CIHA (the Comité International d'Histoire de l'Art), a member of the editorial board of De Arte, and a member of the International Committee of the College Art Association in the United States.

In addition to his academic and administrative responsibilities, Prof Freschi is an accomplished baritone who appears regularly on opera and concert stages throughout South Africa.