

Given the excellent results achieved in 2013, this year MIA Fair will once again feature **CODICE MIA**: an innovative portfolio review completely dedicated to the photographic market.

CODICE MIA, conceived and organised by Enrica Viganò, was one of the new features introduced at the last edition of the Fair and immediately achieved resounding success. This was confirmed also - and above all - by the enthusiasm of the photographers selected, summarised in the words of one of the participants: "Never before have I felt so highly considered, gratified and supported in the development of my career by such important personalities, real opinion leaders".

The CODICE MIA 2013 prize was awarded to the Norwegian artist **Bjorn Sterri**, who captivated the jury with an extraordinary and intimate photographic study of his family. This year his pictures will be displayed at MIA fair on a stand entirely dedicated to his work.

The positive feedback from the artists was echoed by the panel of reviewers that widely appreciated the event; for some of them, MIA Fair was an exclusive opportunity to enlarge their collection.

CODICE MIA is a unique **portfolio review**, which will host some of the most renowned specialists among leading names in the world of international fine art photography: including important collectors, curators of corporate collections, managers of the photography departments of famous auction houses and art advisors.

CODICE MIA will be - once more - presented in its successful formula, which has proved to be a valuable method to foster, in concrete terms, the relationship between mid-career artists and the art market. The high profile of the reviewers invited will correspond to an equally high level among the participants: a limited number of photographers (45) - carefully selected by the scientific committee among the applications received - will have the privilege of meeting face to face **some prominent experts in the field of international collecting**. A rare and incredibly exciting opportunity, which could represent a turning point in their career.

The panel of specialists of CODICE MIA 2014 will consist of:

- Joe **Baio**, collector, New York
- Anne-Marie **Beckmann**, curator Deutsche Börse Art Collection, Frankfurt
- Rudi **Bianchi**, collector, Los Angeles
- Frank **Boehm**, art advisor, Milan
- Lisa K. **Erf**, director JP Morgan Chase Art Collection, New York (patroness CODICE MIA 2014)
- Alessandro **Malerba**, collector, Milan
- Joaquim **Paiva**, collector, Rio de Janeiro
- Patrizia **Sandretto Re Rebaudengo**, collector and president Fondazione Sandretto Re Rebaudengo, Turin
- Janina **Vitale**, curator DZ BANK Art Collection, Frankfurt
- Alice **Zimet**, collector, New York

CODICE MIA will take place on **Saturday 24th May 2014**. Every participant will have the opportunity to **submit their work to 4 of the prestigious trendsetters** of the photographic market, in **meetings lasting 20 minutes** each.

MIA Fair **will also offer an interpreting service** to facilitate, if necessary, communication with the foreign guests.

During the final phase of the event a **prize** will be awarded to the artist presenting the most interesting work, the jury - consisting of Enrica Viganò and all the reviewers - will select the artist that will show the most original style in the use of the photographic language. **The winner will be granted a stand, free of charge, at the 2015 edition of MIA Fair in Milan.**

Artists who are interested can request further information about registration procedures and fees and submit their applications by contacting **Admira**, event organizer for MIA Fair, at the following address/e-mail:
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