

RULES OF PARTICIPATION: CODICE MIA

Art. 1 - ORGANISATION, PLACE AND DATE: on the occasion of MIA Photo Fair 2017 (MIA Photo Fair), DO.MO.ART. Srl (the "Organiser") organises the fifth edition of CODICE MIA, an exclusive portfolio review aimed at the market of photography collecting, open to a limited number of 45 participants.

CODICE MIA will be held at The Westin Palace, in Piazza della Repubblica 20, Milan, near The Mall Porta Nuova, where MIA Photo Fair will take place, on March 11, 2017, times to be decided, tentatively set from 10 a.m. to 1 p.m. and from 3 p.m. to 6 p.m.

Art. 2 – PURPOSE – CODICE MIA is intended for photographers who wish to meet collectors, curators of corporate collections, art advisors and opinion leaders (the "Reviewers"), all closely linked with the photography collecting market, in line with the scope of MIA Photo Fair, which is hosting and promoting the event. The complete list of Reviewers of CODICE MIA is the following:

Marc Barbey, collector - Berlin, Germany / **Gloria e Willard Huyck**, collectors and filmmakers- Los Angeles, USA / **Jane Jackson**, Director Emeritus of the Collection of Sir Elton John - Atlanta, USA / **Charles Jing**, collector - Atlanta, USA / **Tristan Lund**, art advisor and Discovery Curator of Photo London - London, UK/ **Evan Mirapaul**, collector - New York, USA / **Pierluigi e Natalina Remotti**, collectors - Genoa, Italy / **Joëlle e Eric Romba**, collectors and chairman of ROCCA Stiftung - Berlin, Germany / **Roberto Spada**, collector - Milan, Italy / **Julia Von Werz**, collector - London, UK.

Art. 3 – ELIGIBILITY - CODICE MIA is intended for established photographers in a recognisable artistic career. Artists who have already had a solo show in a gallery or a public space and/or with at least one publication are eligible to participate. The candidates will be chosen by the Scientific Committee of MIA Photo Fair and its decision will be final, with no need to justify its choices.

Art. 4 – ADMISSION, COSTS AND PAYMENT – Applications to participate in the selection must be submitted between November 23, 2016 and January 30, 2017.. The selected artists will be contacted by the Organiser by February 8, 2017

The cost of participating in CODICE MIA is € 400, plus VAT, and includes four 20-minute portfolio reviews.

Anyone wishing to be considered for the CODICE MIA selection must submit, together with the duly completed Application Form (downloadable from the website www.miafair.it), a Curriculum Vitae, a portfolio including a total of 20 images together with presentation texts (in CD/DVD, 20x30 cm, 150 dpi, JPEG) and a publication (optional), preferably the one which best represents the candidate's artistic career. The sent documents, which must carry the photographer's name, will not be returned. The portfolio sent for the selection does not need to correspond necessarily with the one which will be presented during the four portfolio reviews.

Once the selection of the 45 candidates is complete, the selected photographers will be informed via e-mail and must send, no later than February 17, 2017, a copy of the bank transfer confirming payment of the participation fee. If payment is not made within that date, the photographer will not be able to participate in CODICE MIA.

Art. 5 – LIST OF REVIEWER MEETINGS – Photographers must indicate the Reviewers they wish to meet on the Application Form, in order of preference. The meetings schedule is the exclusive responsibility of the Organiser and will be settled in a manner to satisfy as much as possible the preferences indicated in the registration phase. If it is not possible to comply precisely with the requests of each participant, an attempt will be made to satisfy them as closely as possible. If a reviewer is unable to attend at the last minute, the Organiser may substitute him/her, without the need of informing the participants and/or obtaining their consent and the participants waive any rights to object to such substitution. In the event of substitution, the cost of participation will not be refunded to the selected photographers who have chosen that reviewer, but they will be offered a meeting with another reviewer.

Art. 6 – CODICE MIA AWARD – The photographers selected who have duly paid the participation fee (the "Participating Photographers") will participate in the CODICE MIA award ("Award"). Each of the 10 Reviewers during his/her 18 portfolio reviews will chose 3 of the Participating Photographers to compete for the Award. At a meeting held after the portfolio review meetings, the Award jury, composed of the Reviewers and Enrica Viganò (member of the Scientific Committee of MIA Photo Fair and curator of CODICE MIA), will chose the first and second prize winners of the Award and its decision will be final. The winners of the Award for the two best portfolios will be announced on Sunday March 12, 2017 at Mia Photo Fair at The Mall, Porta Nuova in Piazza Lino Bo Bardi 1, Milan. The winner of the first prize of the Award will be entitled to a prize equal to the gross amount of euro 7.000 (seven thousand) from the Organizer of MIA Photo Fair and to participate in MIA Photo Fair 2018 free of charge, with a 12m² stand, in the section "Proposta MIA" or with a gallery representing him/her, without being required to submit his/her work to the selection process of the MIA Photo Fair Scientific Committee. The winner of the second prize of the Award will be entitled to a prize equal to the gross amount of euro 3.000 (three thousand) from the Organizers of MIA Photo Fair.

The Award is excluded from the DPR October 26, 2001, No 430 "Regulation on the revision of the rules governing contests and prize operations, as well as lots of local events, in accordance with Article 19, paragraph 4, of Law December 27, 1997, No 449, as it is aimed to the production of artworks and the awards have the character of the consideration of work supply or recognition of personal merit of the artists, or aimed to bodies or institutions that have public or social purpose eminently or for charity pursuant to the art. 6, paragraph 1, lett. a) and e) of that D.P. R. No 430/2001.

For applications, information and clarifications, please write to Admira, which is in charge of the event on behalf of MIA Photo Fair, directly to the following contact:

Lucia Orsi - via Mercadante 3 - 20124 Milan - Tel. +39 02 6694278 / info@admiraphotography.it