

MIA PHOTO FAIR

Milan, The Mall – Porta Nuova Varesine | 9 - 12 March 2018

MIA PHOTO FAIR

directed by Fabio Castelli and Lorenza Castelli



©Siwa Mgoboza, Les Etres D'Africadia III Jamezeena Bulloza, 2015

The new visual communication project by South African artist Siwa Mgobozais among the new entries of the 8th edition of the Italian photography and moving image art fair

MIA Photo Fair, Italy's first and only fair dedicated to photography art, is calling all enthusiasts, collectors, and inquiring minds interested in this contemporary art medium.

The eighth edition of **MIA Photo Fair**, founded and directed by Fabio Castelli and Lorenza Castelli, is beginning to take shape.

First, the dates: MIA Photo Fair will run from Friday 9th to Monday 12th March 2018.

And the location: for the fourth year running, the show will take place at The Mall in the Porta Nuova Varesine district of Milan.



MIA photo Fair is sure to offer plenty of new discoveries, starting with its **new visual identity, courtesy of South African artist Siwa Mgoboza** (Cape Town, 1993), one of the leading talents on the African art scene.

Siwa Mgoboza's project belongs to his *Les Êtres D'Africadia* series, and was selected to represent MIA Photo Fair 2018 in collaboration with the African Artists' Foundation and Lagos Photo Festival.

Mgoboza, who describes himself as a "post-colonial" hybrid, interprets African culture in his images, portraying himself through figures characteristic of what he terms "Africadia" – a symbolic space of tolerance and understanding, in contrast with Africa's conflicts and cultural divergences. Mgoboza's visions offer a kaleidoscopic expression of heterogeneous identity – cultural hybrids of indeterminate race and sex.

The fabrics used in the costumes worn by the artist in his photographs draw inspiration from early-19th century English textiles, which developed during British colonisation of South Africa.

MIA Photo Fair curatorial board is currently hard at work to ensure that the show meets the high standards that the public has increasingly come to appreciate. Last year, 25,000 visitors flocked to the stands set up at The Mall, resulting in a sales rate in excess of 85% for the galleries and artists in the *MIA Proposal* section.

MIA Photo Fair is currently sifting through the curatorial proposals submitted by galleries for individual and collective exhibitions, to ensure an update cultural offering.

Milan, October 2017

MIA Photo Fair 2018

The Mall – Milano Porta Nuova

P.zza Lina Bo Bardi

9 – 12 March 2018

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