



## Milan Image Art Fair looks to Singapore for its international expansion

*Concomitant with the Singapore International Photography Festival: during the month of October 2014 Singapore will be a hub of photography with SIPF and MIA Fair Singapore*

**Singapore, 30 September 2013** – The renowned Milan Image Art Fair (MIA Fair) will be organising its first photography and video art fair at Singapore’s Marina Bay Sands from 23 – 26 October 2014, promising a total of 140 personal solo shows of international artists.

Conceived in 2011 by Fabio Castelli, MIA Fair is set to bring art collectors and photography enthusiasts from around the world to witness a wealth of modern art in the form of photography – a unique element that distinguishes MIA Fair from traditional art fairs.

*All booths are solo shows:* each exhibitor will display the work of one artist in each booth, giving visitors an itinerary of the artist's project in the most complete and exhaustive way imaginable. Hosting one artist in each booth will enable visitors to concentrate on the project of one artist at a time for better comprehension of their pieces.

*Strong focus on education:* MIA Fair promotes education on photography and aims to create a new and young base of collectors who are keen to approach contemporary art through the collection of photography.

“Singapore has established itself as the central arts hub in Asia Pacific and is known as the key connector for business across Asian cultures, making it the perfect location for our first-ever overseas exhibition,” says Fabio Castelli, Founder and Director of MIA Fair. “We are broadening the exposure of talented photographers to Asia, with the concept of a unique art fair that has never been showcased before in Singapore. We expect art enthusiasts and collectors will be delighted with this new format.”

The fair, which successfully drew in a total of 20,000 visitors this year in Milan, will be held in conjunction with the fourth Singapore International Photography Festival in October 2014. The internationally-acclaimed events will create an unrivalled platform for everyone to enjoy.

“With a strong focus on promoting education in photography, MIA Fair provides a special platform for young and aspiring art collectors,” Lorenza Castelli, Organization Director of MIA Fair adds. “We also help drive encounters among all appreciators in this sector – artists, galleries, critics, publishers, collectors and amateurs, and propose a unique way of visiting an art fair that emphasizes the pleasure of discovering quality, novelty and innovation.”

Expected to attract up to 25,000 visitors, the MIA Fair Singapore 2014 will occupy a sprawling 3,500 square meters of exhibition space at Marina Bay Sands.



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**About Milan Image Art Fair**

Milan Image Art Fair, the photo and video art fair conceived in Milan in 2011 by Fabio Castelli, has confirmed its position among the most important international contemporary art fairs in Italy, with 230 exhibitors, from 16 countries worldwide, on 7.000 sq. mt. Besides being the first and only art fair devoted entirely to photography in Italy, MIA Fair is also quickly establishing its position in the international photography art fair calendar. MIA Fair only solo-shows concept enables visitors to view a total of 180 personal solo-shows of international artists of which 155 artist solo shows presented by 93 galleries and 25 independent artists.

The fairs features also a publishing sector which hosted in the last edition 35 exhibitors representing the most innovative European offering among specialized publishing, photo libraries, independent publishers and artist books.

MIA Fair strongly promotes education on photography aiming at creating a new and young collectors base which is approaching contemporary art through the collection of photography. In the last edition the cultural program displayed 48 events covering subjects from the photography market system and the world of collecting: 10 conferences, 18 publishers' presentations and 20 book signing.

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