

**The Mall, Porta Nuova, Milan
March 10th -13th, 2017**

MIA PHOTO FAIR

**The photography art fair directed by Fabio Castelli and Lorenza Castelli
returns for its seventh edition.**

**This year's new features include the projects Focus on Brazil a Focus on Principate
of Asturias (Spain) and a Focus on Hungary as well as projects dedicated to the
performing arts.**

The curtain is soon to rise on the seventh edition of one of the most highly awaited events of the exhibition season in Milan - **MIA Photo Fair, the fair dedicated to photography, conceived and directed by Fabio Castelli and Lorenza Castelli.**

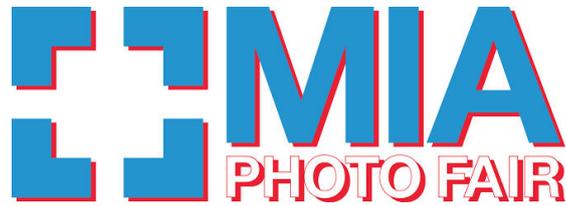
Set to take place on **March 10th - 13th, 2017** at **The Mall, in the district of Porta Nuova in Milan, MIA Photo Fair** reconfirms its international vocation and its goal of offering a cultural programme of the highest quality.

After the success of the 2016 edition, which received over 24,000 visitors, once again this year MIA Photo Fair opted for its customary arrangement featuring on one side the galleries, with their collective exhibitions and monographic projects, and on the other side *Proposta MIA*, in which a selection of photographers present their work individually.

The fair saw the participation of **80 galleries from 13 different countries**, plus an additional area dedicated to publishing.

The 7th edition of MIA Photo Fair includes many new features, including, for the first time ever, tree theme projects focusing on two different geographical areas: **Focus Brazil**, curated by Denise Gadelha, **Focus Principate of Asturias**, curated by Monica Alvarez Careaga and **Focus Hungary** curated by Art Photo Budapest, a section of Art Market Budapest.

In addition, special interest will also be given to the subject of the performing arts, with the participation of **Flux Laboratory** and **ArtOnTime**. **Flux Laboratory** is a multidisciplinary experimental space with branches in Geneva, Zurich and Athens, whose aim is to encourage creative and performative work through encounters with the world of dance, art, philosophy, music and technology. **ArtOnTime** is an itinerant curatorial project, promoted by **Artraising** and supported by **Eberhard & Co.**, whose aim is to fund and launch artists in the performing arts through crowdfunding. The scientific committee selecting the artists for the project is composed of **Monique Veaute** (President of the RomaEuropa Foundation), **Fabio Castelli**, **Giorgio Fasol**



(collector and President of the AGI Verona Association), **Riccardo Lisi** (curator, director of the space La Rada in Lugano) and **Antonio Grulli** (critic and curator).

MIA Photo Fair will be under the patronage of **Regione Lombardia**, the **Metropolitan City of Milan, Comune di Milano**, the Consulate General of Brazil in Milan and the Principality of Asturias, and sponsored primarily by **BNL BNP Paribas Group** and **Lavazza** and also by **Eberhard & Co.** This year's partners include **Cantine Ferrari, Ciaccio Arte, iQOS, Kartell** and **Nexive**.

AWARDS

BNL BNP Paribas Group Award – For the sixth year running, MIA Photo Fair renews its collaboration with **BNL BNP Paribas Group**, the main sponsor of the event. Again in 2017, therefore, a qualified jury will be assigning the BNL BNP Paribas Group Award to photographers exhibiting in the fair with their own galleries. The finalist works will be published on **@bnl_cultura**, BNL's Instagram account dedicated to art and photography, while the winning work will be included in the artistic heritage of the Bank, which today has over 5,000 works.

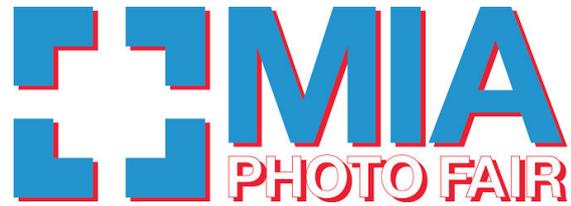
Codice MIA – The project, conceived and curated by Enrica Viganò, is included in the MIA Photo Fair programme as a key event for mid-career artists wishing to engage directly with active international figures of the collectors' world. Following very careful selection, 45 photographers are given the privilege of meeting face to face **collectors, art advisors and collection curators, both corporate and institutional**, from all over the world. The meetings will typically take the form of a portfolio review.

This year's new feature is the introduction of the **Charles Jing Award** – named after a collector from Atlanta, USA – for best portfolio, which shall be added to the **CODICE MIA** Award. The winner shall be awarded a cash prize of **7,000 euro** as well as a **free stand** in the 2018 edition of the MIA Photo Fair in Milan. The runner-up shall receive a cash prize of **3,000 euro**.

Massimo Gatti Award – This is the second edition of the Massimo Gatti Award, a competition dedicated to the memory of the photographer and organised together with the Glauco Cavaciuti Art Gallery. The artist considered to be the most outstanding among those participating in the section *Proposta MIA* will be awarded a cash prize and the opportunity to hold a solo exhibition in the Cavaciuti Gallery.

RaM Sarteano Award – Born of the partnership between MIA Photo Fair and Comune di Sarteano (SI), the Sarteano Award selects two artists who are invited to exhibit their works in an exhibition (July 15th – September 30th, 2017) in the Rocca Manenti. The selection panel shall be composed of Fabio Castelli, director of MIA Photo Fair, Francesco Landi, mayor of Sarteano, photographer Enzo Ragazzini and curators Roberto Mutti, Gigliola Foschi and Enrica Viganò.

CULTURAL PROGRAMME – The MIA Photo Fair event shall be further enriched with an intense programme of talks, meetings and debates.



SPECIAL PROJECTS – Renewing its collaboration with the MIA Photo Fair, Kartell this year will be presenting a special exhibition design. The lounge area of the Fair, in fact, will be furnished with several pieces of the *Kartell goes Sottsass* collection and chairs and tables designed by Philippe Starck. The brand will be displaying, framed in Francois Ghost mirrors by Philippe Starck, a series of images by great photographers (including Peter Lindbergh, Bruce Weber, Fabrizio Ferri, Tim Walker and David LaChapelle) from the book *Kartell: 150 items, 150 Artworks*, published by Skira.

For the second time running, **Tanja Solci** is in charge of the design and art direction of the event's graphic image, which this year will be characterised by a new concept and new colours.

MIA Photo Fair 2017

The Mall - Porta Nuova,
Piazza Lina Bo Bardi,
Milan

March 10 – 13

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