

GROWING RESULTS FOR MIA PHOTO FAIR 2017

During the four days it was open to the public, 25,000 people visited the stands set up at The Mall for the most important Italian fair dedicated to art photography.

Another positive indicator regarded sales, which were higher than last year.

MIA Photo Fair closes its seventh edition with an extremely positive balance. The most important Italian fair dedicated to art photography, which was held in Milan on March 10-13, again registered an excellent turnout and a reassuring "plus" sign with regard to sales. During the four days dedicated entirely to photography the fair was visited by 25,000 visitors, while 85% of the operators (galleries and independent artists exhibiting in the section *Proposta MIA*) succeeded in concluding sales.

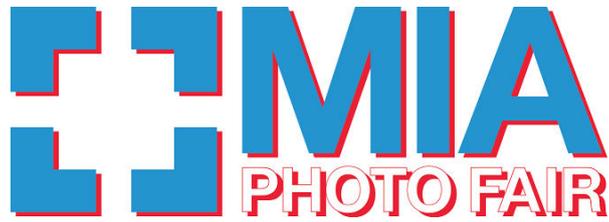
"The 2017 edition has allowed us to make a very positive evaluation and confirm the basic orientation of MIA Photo Fair, which is to focus simultaneously on the cultural aspect and the different languages of photography, and on the needs of the market, open to an increasingly large public and attracted by the high quality of the works and their affordable, fair prices", comments Fabio Castelli, the creator and director of MIA Photo Fair. "We have received extremely positive feedback from the public, which appreciates the process of growth undertaken by the fair, now in its seventh year. At the same time, the increase in sales, with the purchase of several pieces at significantly high prices, demonstrates a growing interest on the part of collectors."

Of the galleries that have performed well in terms of sales several stand out in particular. These include Milan-based galleries **Officine dell'Immagine**, which this year featured a selection of African artists (Halida Bougriet, Bronwyn Katz and Maurice Mbikayi), **Antonia Jannone Disegni di Architettura**, **Galleria Blanchaert**, **M4A – Made 4 Art** and **mc2 gallery**; from France **Jean Luis Ramand – Noorforart Contemporary** and **Opiom Gallery**, from Berlin **Podbielski Contemporary**, **We Gallery** and the upcoming gallery **Magic Beans**; **MLB Maria Livia Brunelli** from Ferrara, **Vittorio Gui** from Bologna and **Suite 59** from Amsterdam. In the context of **Proposta MIA** excellent results were achieved by **Caroline Gavazzi**, based in Milan and London, who presented the series *"Sospiri Tropicali"*, but also by **Yuri Catania**, **Ulderico Tramacere** and **Roger Corona**.

A new factor of the 2017 fair was definitely the high number of foreign visitors, which was stimulated further by the **Focus** projects on three geographical regions: **Asturias (Spain)**, **Brazil and Hungary**, while the participation of the performing arts was also consolidated with the project **ArtOnTime**, made possible thanks to the support of Eberhard & Co.

AWARDS – In the context of the MIA Photo Fair, the **BNL BNP Paribas Group Prize**, now in its sixth edition, was won by **Claudio Gobbi** (Ancona, 1971), presented by the German **We Gallery**, with the work *Ural Studies*, a romantic and nostalgic landscape, which will become part of the bank's collection consisting of over 5,000 works.

Now in its fifth year, **Codice MIA**, a project conceived and curated by Enrica Viganò, which, in the context of the MIA Photo Fair programme, acts as a key event for mid-career artists oriented directly to international expert collectors, this year awarded first prize to **Davide Monteleone**, whose work focuses on the representation of complex social and political



scenes, which the author characterizes with an original and distinct vision. The first prize is a free stand at MIA Photo Fair 2018 and the 7,000 Euros offered by the Charles Jing Grant. The second prize, of 3,000 Euros, went to Egyptian **Laura El-Tantawy**, who impressed the jury with a personal and political journey that she expresses beautifully both in her photographs and an extraordinary self-published book. Special mention, with a prize of 1,000 Euros, also went to **Margaret Chiarva**, for her profound exploration both of her inner self and the world around her.

The first edition of the **RaM Sarteano Prize**, created with the aim of publicising and supporting new art projects of the section Proposta MIA, was won by **Raffaele Montepaone** and **Marshall Vernet**. The prize consists in an exhibition with catalogue at the Rocca Manenti of Sarteano.

Caroline Gavazzi was the winner of the second edition of the **Massimo Gatti Prize**, sponsored by Galleria Glauco Cavaciuti in collaboration with MIA Photo Fair. The aim of this competition is to keep alive the memory of such a personality as Gatti and to support young photographers.

Another new competition this year, the **Piaceri d'Italia Prize**, conceived as an opportunity to support those participating in the photography section of Proposta MIA, was won by **Ulderico Tramacere**.

Arousing great interest among the public were the projects of the cultural programme. These included "*Collezione per due*", interviews by **Sabrina Donadel** with three important collector couples, "*The Voyage*", a project by **Francesco Jodice** for **Azimut Yachts**, a round table on the subject of copyright, with **Cristina Manasse**, and, held in the **iQOS Lounge**, the editorial presentations featuring **David Yarrow**, **Ferdinando Scianna** and others. Great interest was also shown in the exhibition of **Dennis Rouvre**, organized by Lavazza, partner in the event.

The social media on the Fair grew exponentially in popularity, with followers on Instagram almost doubled and numerous interactions on Facebook, while on the contest #miaphotomilano organized with @igersMilano there were over 3,000 posts in two weeks.

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MIA Photo Fair 2017

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Information:

MIA Photo Fair Organisation office

Via San Vincenzo 22, 20123 Milan

Tel. / Fax +39.0283241412

info@miafair.it - www.miafair.it

Press office

CLP Public Relations - Daniela Ambrosio, tel. 02367 55700

daniela.ambrosio@clponline.it | www.clponline.it