

MIA **PHOTO FAIR**

Milano, The Mall – Porta Nuova Varesine | From 22 to 25 March 2019

MIA PHOTO FAIR

Directed by Fabio Castelli & Lorenza Castelli



© Rune Guneriussen, Demanded Growth Increases Descent, 2014

IX EDITION

The international art fair devoted to photography in Italy is back with the support of the Main Sponsor BNL BNP Paribas Group and the Sponsors Eberhard & Co. and Olympus.

Among the new initiatives, MIA Photo Fair this year will be cooperating with Photo Independent, the art fair based in California. The 9th edition will also focus on architecture and design and will present “Beyond Photography” a new section which underlines the role of photography as contemporary art media.

Ready, steady, MIA!

Only few details are left in order to nail-down the **9th edition of MIA Photo Fair**, the international art fair devoted to photography in Italy, created and directed by Fabio Castelli and Lorenza Castelli. As in the last editions, MIA Photo Fair will be **hosted at The Mall, in the PortaNuovabusiness district of Milan, from March 22nd to 25th 2019**. MIA Photo Fair will guarantee to art-lovers and art collectors a privileged access to the world of photography, with the chance to deepen their knowledge on the mean that best expresses nowadays reality.

MIA Photo Fair is under the **Patronage of Regione Lombardia, the Metropolitan City of Milan and the Municipality of Milan** and is supported by the Main Sponsor **BNL BNP Paribas Group** and by the Sponsors **Eberhard & Co. and Olympus**.

Rune Guneriussen (Kongsberg, 1977) will be the face of the new visual and coordinated image-based communication campaign of the event. His artworks have been presented in many solo and group shows in USA, China, France, Germany, Great-Britain, Switzerland, Netherlands, Norway and in many international fairs (Paris Photo, Art Basel). Guneriussen composes temporary installations in a natural environment with the use of manmade objects, which become the protagonists of his ethereal photographic scenes. The choice of Guneriussen was guided not only by the artistic quality of his works, but also by the interest of highlighting one of the major issues of our time, namely the importance of keeping in balance the relationship between **humankind and nature**, on which the artist's investigation and research focuses. The artist will also attend the cultural events of the fair with a *Lectio Magistralis*.

Confirmed the Scientific Committee, composed by Fabio Castelli, Gigliola Foschi, Roberto Mutti and Enrica Viganò: 130 exhibitors, of which 90 galleries coming from 14 different countries (Austria, Belgium, China, France, Germany, Japan, Italy, Montenegro, Netherlands, Romania, Spain, Switzerland, United States, Hungary) have been selected for the upcoming edition.

MIA Photo Fair is supported by various important sponsors. **BNL BNP Paribas Group** has renewed its partnership for the 8th year in a row as Main Sponsor. The Group promotes the *BNL BNP Paribas Award*, assigned by a Jury to the artists represented by a gallery exhibiting at MIA Photo Fair. The artworks selected as finalists will be posted on @bnl_cultura, the Instagram account of BNL devoted to art and photography. The winning artwork will join the artistic heritage of the Bank, that today counts 5.000 pieces.

This year MIA Photo Fair is proud to announce the start of the sponsoring partnership with **OLYMPUS**, who will present an art exhibition "*Dialoghi visivi. Fotografie della Collezione Castelli*". The exhibition project gathers 19 pictures grouped in four different sections that describe five fields of photography: reportage, still life, architecture, fashion and conceptual.

Thanks to the support of **Eberhard & Co.**, MIA Photo Fair will also remember Leonardo da Vinci on the 500th anniversary from his death. For this occasion, a selection of the pages of **Leonardo da Vinci's "CodiceAtlantico"**, stored at the BibliotecaAmbrosiana of Milan, will be displayed. This exhibition, curated by Edoardo Zanon of Leonardo3 research centre of Milan, will show the notes and the sketches regarding Leonardo's studies on perspective and optics. BeppeBolchi, inspired by the Mastermind's investigations, will prepare a darkroom, so called "*Oculus Artificialis*" - *Artificial Eye*, where the visitor will have the opportunity to live first-hand a human size pinhole experience.

As a new initiative, MIA Photo Fair has established a cooperation with **LA CUCINA ITALIANA**, the *cuisine* and *lifestyle* monthly magazine of CondéNast. This publication, who can count on FilippoTommaso Marinetti among its founders, will celebrate in 2019 the 90th anniversary. In this occasion some of the best cover magazines will be exhibited in the restaurant area of the fair.

THE NEWS OF MIA PHOTO FAIR 2019

MIA Photo Fair has always tried to be a platform to promote a discussion about photography in its many aspects. Therefore, the 2019 edition will see the birth of a new section entitled ***Beyond Photography***, with the aim of underlining the role of photography as a contemporary art language.

Within ***Beyond Photography*** a specific group of galleries has been selected. These galleries either are used to participate to Italian and international art fairs not specifically dedicated to photography or include in their activity artists whose research is developed through other art media in addition to photography. Among these A100 gallery with Luca Coclite, Federica De Carlo and Matteo Nasini, CE Contemporanea with Rania Matar, Galleria Clivio with Julien Blaine, Sylvano Bussotti, Giuseppe Chiari, Lamberto Pignotti and Sarenco, Maria Livia Brunelli MLB Gallery with Silvia Camporesi and Anna Di Prospero, Galleria Massimo Minini with Roger Ballen, Vanessa Beecroft, Elisabetta Catalano, Bertrand Lavier, Matthieu Mercier and Ariel Schlesignere, Progetto Arte Elm with Ivan Falardi and Giò Pomodoro.

Architecture and design will be two topics that MIA Photo Fair will investigate carefully, through a series of events of various kinds.

Particularly interesting will be the personal itinerary that **Fabio Novembre**, one of the best known and appreciated Italian architects and designers, as well as a great fan and collector of photography, will compose by selecting some of the art works exhibited at MIA Photo Fair.

Furthermore, the gallery owner **Rossana Orlandi** will promote the award named after her, rewarding an artist among those who will exhibit in the Proposta MIA section and those who will participate to Codice MIA portfolio review.

With the aim of emphasizing the constant dialogue between photography and architecture, for the ability of photography to document and interpret the changes of our time, the ArchitecturePhotography Award is born. The initiative is established in partnership with **Studio G ***

AA by AttilioGiaquinto and ArtPhotò by Tiziana Bonomo, and will reward the winning project with a cash prize and an exhibition at MIA Photo Fair 2019.

The fair will also host, for the third year, the **RaMSaritano Award**, born from the collaboration between MIA Photo Fair and the Municipality of Saritano (SI), which will invite some artists to exhibit in a group exhibition during the months of July - September 2019, inside the RoccaManenti in Saritano. The selection committee of the Prize will be formed by Fabio Castelli, Francesco Landi, mayor of the Municipality of Saritano and curators Roberto Mutti, Gigliola Foschi and Enrica Viganò.

Among the most striking novelties of MIA Photo Fair 2019 is the collaboration with **Photo Independent**, the photography fair in Los Angeles, which in 2018 has organized a European appointment at the Carrousel du Louvre in Paris. The fair based in California is famous for being a springboard for the new independent photographers generation. *Photo Independent* will offer a selection of the most interesting authors, chosen among the many who have exhibited at the Los Angeles event.

CODICE MIA

CODICE MIA 6th edition will be running in 2019. The flagship event for mid-career artists who want to deal directly with expert collectors at international level. The meetings will have the typical form of a portfolio review and only a selected group of 30 photographers will have the opportunity to meet with prominent figures in the world of photography, including collectors and curators of corporate collections. CODICE MIA will be also enriched this year with the second edition of the prestigious Charles Jing Grant for the best portfolio, which is added to the consolidated CODICE MIA Award. The winner will therefore receive a prize of 7,000 euro, in addition to the free concession of a stand for the 2020 edition of MIA Photo Fair in Milan. The second awarded artist will receive 3,000 euro.

MIA Proposal

One of the most awaited appointments of MIA Photo Fair, since its first edition, is MIA Proposal, the section dedicated to independent photographers selected by the scientific committee. These selected artists will independently present themselves to the world of galleries and to the public. Over time, artists presented in this section have been detected and the section has become a real resource for the authors, allowing many of them to enter the team of prestigious galleries.

CULTURAL PROGRAM

The 'Arte e Scienza' format, aimed at investigating the relationship between photography and the different branches of science, was one of the most appreciated moments of the cultural program of the last edition of MIA Photo Fair. This year the dialogue will focus on the topic of neuroscience and will be developed in collaboration with Vita-Salute San Raffaele University of Milan, the new scientific partner of the format. The meetings will see the participation of academic figures from the humanistic and scientific area who will discuss on art, neuroscience and philosophy.

THE PUBLISHING SECTOR

The publishing sector will present exhibitors selected for the second edition by the Anglo-French curator Magali Avezou, and will include international publishing houses, independent publishers and specialized bookshops.

Milan, December 2018

MIA Photo Fair 2019

The Mall – Milano Porta Nuova

P.zza Lina Bo Bardi

22 – 25 March 2019

Opening by invitation only: Thursday, 21st March 2019

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