



25,000 VISITORS IN FOUR DAYS MIA PHOTO FAIR CONFIRMS ITS SUCCESS FOR THE 2019 EDITION

IX EDITION

MIA Photo Fair strengthens its ties with Milano and with high quality photography, recording very good results in sales, as over 80% of exhibitors entered into business.

During its opening days to the public - from 22nd to 25th March 2019 - the ninth edition of the international art fair dedicated to fine art photography in Italy, conceived and directed by Fabio Castelli and Lorenza Castelli, welcomed in Milano at The Mall, in Porta Nuova district, **over 25,000 visitors.**

An important result, which consolidates the achievements of the previous editions, also as regards the commercial feedback since over 80% of the exhibitors have reported sales.

"Considering the high appreciation by the visitors, said Fabio Castelli, founder and director of MIA Photo Fair, "I am deeply satisfied. 25,000 visitors is a result that recognizes the work carried out this year by our entire team. But beyond the coldness of the figures, which are also important, confirming the positive trend of the past editions, what makes me really happy is the response that the fair has received from the public also as regards the cultural program events to which we have dedicated a special effort this year.

Walking through the corridors of MIA Photo Fair's venue and among the booths, I was able to perceive a great feeling of satisfaction from the audience, a clear sign that also this year we have achieved our goal of offering a high quality exhibition that has been able to stimulate the curiosity of professionals, collectors and photography enthusiasts".

"This positive perception - continues Fabio Castelli - is underlined by the confirmation, by around 90% of exhibitors, of the booth for the next edition of 2020. It is also possible that, being the next edition also the tenth anniversary, you will expect that it may be the most interesting ever".

"We are indeed already focusing - concludes Fabio Castelli - on the 2020 edition which will be full of news. We can already announce the special project, which will be curated by Elio Grazioli and will present in solo show booths the great Italian leading artists of that decisive passage, which took place in the late 1960s, from the most traditional photography to the most experimental one."

Among the exhibitors who recorded good sales results, we would like to mention **Kourd Gallery/ Athens** with three works from the Intimate Cities series by the Greek artist Andreas Theologitis (€ 3,000 each), **Podbielski Contemporary / Milan** with works by artists such as Eikoh Hosoe (€ 8,000), Renè Groebli (€ 4,000), Francesca Woodman (€ 6,000), Francesca Galliani (€ 3,000), Erica Campanella (two photographs for € 1,500 each), Giulio di Sturco (€ 6,000), **Courcelles Art Contemporain / Paris** with sales for over € 30,000 (6 works by Nicolas Boutruche and one by Xavier Blondeau), **Mazel Galerie / Brussels Singapore** with a dozen works of the artist SONAC (each worth between € 1,100 and € 4,800), **Boxart Art Gallery / Verona** which has obtained a great sales success with the works of the Chinese artist Liu Bolin, sold between € 11,000 and € 16,000, **Maria Livia Brunelli Gallery / Ferrara** with about € 13,000, for six works by authors such as Jacopo Valentini and Anna Di Prospero, **Antonia Jannone – Disegni d'Architettura / Milano** which sold the complete series of 12 photographs of Marco Palmieri's Maps (€ 8,000), **Paola Sosio Contemporary Art / Milano** with 6 works by Luca Gilli and Giacomo Giannini (prices from € 2,500 to € 6.000); to these galleries worth mentioning are the excellent feedbacks obtained from **Spazio Nuovo Contemporary Art / Rome** with the works of the Speculare series by the young French artist Edouard Taufenbach, who after the success at Paris Photo starts entering the Italian collections and **Fisheye Gallery / Paris** with the works by Delphine Diallo from the Infinite series.

As pointed out by Fabio Castelli, the cultural program fostered much interest. Every event, from conferences to talks, to the exhibition on South Korea, the hosted country of this edition, saw alternating a large audience of enthusiasts and experts in the Talk Area, where it was also possible to appreciate the exhibition *Dialoghi Visivi* with photographs from Fabio Castelli Collection, shown in the Olympus lounge area.

Significant was the number of visitors who also attended the series of encounters that analyzed the world of collecting, both private, with interviews with pairs of collectors in the format *Collezione per due*, led by the journalist Sabrina Donadel, and institutional, with the focus on the new collection of contemporary photography within the Vatican Museums, with the participation of **Micol Forti**, curator of the Collection of Contemporary Art of the Vatican Museums.

Sold out also for the talks of the format devoted to Art and Science, which investigated the relationships between art photography and the different branches of scientific disciplines, organized in collaboration with **Vita-Salute San Raffaele University of Milano** and with the contribution of eminent academics in the humanistic and scientific areas, as professors **Nicola Canessa, Alberto Sanna and Francesco Valagussa**, who discussed interesting themes, such as the one on neuro-aesthetics, exploring its limits and potentials.

Great enthusiasm also at the **Eberhard & Co.** booth, where visitors became real protagonists of the pinhole experience by entering a darkroom created for the occasion and also at the **IQOS Lounge** where visitors appreciated the shots from the **Everyday Uniqueness** project, conceived and created specifically for IQOS by **Paolo Pellegrin**, an internationally renowned Italian photojournalist and winner of numerous awards and recognitions, including ten editions of the World Press Photo Award.

PRIZES

The BNL BNP Paribas Group Award was assigned to **Liu Bolin** for the work *Moses, San Pietro in Vincoli* (2018), exhibited by Boxart Gallery from Verona.

"Liu Bolin, - states the jury's motivation - born in 1973 in China's Shandong province, known worldwide as a "chameleon artist" who blends into the landscape as the subject of his

photographs, has dedicated one of his latest series to Italy, homeland of the most beautiful art works in the world, historical monuments and artists as Michelangelo, Leonardo and Caravaggio. "Liu Bolin has chosen monuments symbolizing the history of Italian art as the photographic subject of this series. Mosè, San Pietro in Vincoli is the backdrop to the artist's silhouette, camouflaged in front of the imposing statue, highlighting the sublime sculptural details and the play of lights and shadows that underline Michelangelo's incomparable artistic ability".

Now in its sixth edition, the consolidated appointment with **CODICE MIA**, which is a reference event for mid-career artists who wish to deal directly with international collectors.

CODICE MIA was also enriched this year with the prestigious **Charles Jing Grant** for the best portfolio. The First Prize was assigned to the Swedish artist **Maja Daniels**, for her research on the language of the Elven tradition given in a perfect balance between photographic and ethnological research. In her work Daniels was able to cross the disciplines, using archive images along with contemporary visions.

The Second Prize went to **Luca Locatelli**, who analyzes the environmental mysteries of today's world. The jury was very impressed by the high quality of his photographs and the subjects he discovered and wanted to share with us.

The CODICE MIA Jury also awarded an Honorable Mention to **Giulio Di Sturco**, whose 2 projects presented were developed in a highly significant way and whose images touched the Jury for their moving beauty.

MIA Photo Fair 2019 held the first edition of the **MIA Photo Fair Photography of Architecture Award**, in partnership with Studio G * AA by Attilio Giaquinto and ArtPhotò by Tiziana Bonomo, aimed to artists exhibiting their works in the Galleries Section.

The Jury awarded the work by **Anna Di Prospero** entitled Urban Self-Portrait, which is part of the project "I am here" dedicated to the relationship between the human figure and the space, with the following motivation: "For having known to capture the relationship between place and person, between individual and architecture - such as the Auditorium Oscar Niemeyer in Ravello, the Church of the Jubilee in Rome, the headquarters of Vodafone in Porto and the Copenhagen Den Blå Planet, whose harmony, beauty of lines and of style are emphasized by the line of the body and its pose that underlines the same elegance. The so well balanced light, diffused on these huge and severe architectures that seem to bend magically to the will of man, to encourage us to penetrate them becomes an explicit and poetic appealing".

The RaM Sarteano Award, in its third edition, born from the collaboration between MIA Photo Fair and the Municipality of Sarteano (SI), consists in a group exhibition with related catalog to be open in the months of July - September 2019, inside the RoccaManenti in Sarteano. The Award committee selected for this Award **Riccardo Bandiera, Mario Cucchi, Giuseppe Giudici, Beatrice Speranza**.

The first edition of the **Rossana Orlandi Award**, promoted by Rossana Orlandi in collaboration with MIA Photo Fair, aims at bringing out and supporting new art proposals contributing to the development of Photography and Contemporary Art in our country.

The recognition was assigned ex aequo to **Isabella Accenti and Massimo Pelagagge**, for their projects capable of recovering techniques and images from the past to create contemporary works.

MIA Photo Fair 2019 was organized under the **Patronage of the Comune of Milano, Regione Lombardia, Città Metropolitana of Milano** and thanks to the contribution of the Main Sponsor **BNL BNP Paribas Group** and the Sponsors **Eberhard & Co.** and **Olympus**. Thanks to the support of **Artshell, Centro Studi Leonardo3, Ciaccio Arte, Nino Franco Spumanti, Rufus Photo Hub, Iulm University and Vita and Salute San Raffaele University.**

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MIA Photo Fair 2019

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Information:

MIA Photo Fair Organizing Office

Via San Vincenzo 22 - 20123 Milano Italy | Tel. +39.02.83241412

info@miafair.it- www.miafair.it

Press office:

CLP Public Relations

Stefania Rusconi | tel. +39.02.36755700 | stefania.rusconi@clp1968.it | www.clp1968.it

Press release and images on www.clp1968.it