



MIA - MILAN IMAGE ART FAIR 2014 THE FIGURES OF A SUCCESS

20,000 visitors to the most important photography exhibition in Italy

**The 2014 of MIA Fair continues
from 24 to 26 October, MIA Fair Singapore.**

MIA. Milan Image Art Fair, a showcase of global photography.

It is already time to take stock of the first and most important Italian photography exhibition, whose fourth edition closed its doors on Sunday, 25 May 2014.

It was a great success in terms of attendance. Superstudio Più in via Tortona in Milan had over **20,000 visitors**. And they showed great appreciation for the variety **MIA Fair** had to offer. Firstly, the possibility to admire 180 personal exhibitions of established maestros of Italian and international photography, in addition to those of young artists or those making their debut on the art stage, presented following the well-established formula of MIA Fair, one booth for each artist – each artist with his/her catalogue.

Even greater, compared to last year, was the consensus around the **cultural program** of MIA Fair, especially the *Lectio Magistralis* by the Belgian artist **Hans Op de Beeck** and the conference of **Francesco Bonami** and **Urs Stahel**, who discussed the importance of cultural foundations and their collections.

Also, completely sold out was the video art and music performance with the Florentine video artists **Pastis** accompanied by **Irene Grandi**, one of the Italian pop music stars, which gave birth to a combination capable of producing a new form of artistic expression, combining music and video art.

The conference room of MIA Fair was also packed full for the workshop by **Daniel Miller**, in which the Californian gallerist revealed to the audience the 15 things that an artist must do to be represented by a gallery. This event once again demonstrates the desire of MIA Fair to help those authors approaching the photographic market find the correct methods for getting known and to be represented by galleries.

"MIA Fair Milano – said Fabio Castelli, the creator of MIA Fair – has confirmed the success in terms of attendance of last year. The numbers are very satisfying and repay the enormous effort it takes each year to present new features to offer to the public of MIA Fair "

"But it's not time to rest on our laurels. My staff and I are already at work to organise the first edition of MIA Fair Singapore, to be held from 24 to 26 October next, which will see us land in one of the major financial centres of the global economy".

As regards the commercial figures, sales rewarded both established artists such as Francesco Jodice, Mario Giacomelli, Luigi Ghirri, Hans Op de Beeck and Francesca Woodman, as well as emerging authors such as Claudio Montecucco, Bjorn Sterri, Neige De Benedetti and others.

Podbielski Contemporary, Berlin, sold 3 works for a value of between 9,000 and 11,000 Euros by **Francesco Jodice** and 4 works by the Korean artist Won Seung Won (from 3,800 to 10,000 Euros), **Photographica FineArt**, Lugano, two works by **Luigi Ghirri**, for 7,500 and 15,000 Euros, respectively, **Galleria Continua**, San Gimignano, Beijing, Les Moulins, two works valued at 15,000 Euros by the Belgian artist **Hans Op de Beeck**.

Great satisfaction was also expressed by the exhibitors. **Leica Gallery** of Warsaw sold 15 works (from a minimum of 3,000 to a maximum of 4,000 Euros) by **Kacper Kowalski**, former winner of various international awards, including the World Press Photo award, **Admira**, Milan, 12 works by **Charlotte Perriand** (from a minimum of 1,500 to a

maximum of 2,300 Euros), **DaDA EAST**, Milan, sold 3 works for 1,500 Euros by **Maurizio Galimberti**, while **Galleria Toselli**, Milan, 4 works by **Daria Paladino**, valued at 1,800 Euros and also **Galleria Blanchaert**, Milan, 4 works by **Neige De Benedetti**.

Positive signals also from the Proposta MIA section, with **Claudio Montecucco** (4 works sold), **Bjorn Sterri**, the winner of the last edition of Codice MIA and invited to exhibit free of charge (6 works sold).

Much appreciated was also the proposal of the Japanese photographer **Katsu Ishida**, presented by **Systema Gallery**, Osaka-Kathmandu, with the sale of unique works at an average price of approx. 4,500 Euros, of **Riccardo Varini** who in 2012 was present at Proposta MIA and who is now represented by **PHbroking**, Modena (6 works sold at 1,500 euros each), of **Christopher Colville** by **Duncan Miller Gallery**, Santa Monica-Los Angeles, of **Nicolò Chirico** hosted by **Costantini Art Gallery**, Milan, just as *Hyperceptions* by **Alberto Fanelli (Glauco Cavaciuti Gallery)**, Milan), or 8 three-dimensional posters of Italian urban landscapes, photographed with the hyper-stereoscopic technique, visited by 4000 people with 3D glasses, or of **Jacek Edward Scarso**, whose works, also video, were exhibited on the booth of **ROMBERG Arte Contemporanea**, Latina.

Once again this year the **publishing sector, curated by 3/3 Photography Projects, Rome**, has received a great deal of attention from the public and numerous collectors, thus providing visibility for young Italian publishing houses, such as *Rorhof* and *Witty Kiwi*, as well as international publishers of an extremely high level but as yet not sufficiently appreciated in Italy, such as Dutch publishers *Fw.*, the British *Trolley Books* and the French *Aman Iman Publishing*. A significant increase in sales was registered by Italian publishing houses of the likes of *Postcard*, *Henry Beyle* and *Danilo Montanari Editore*.

Booksigning was also very popular, including those of Andrea Botto with '19.06_26.08.1945' (Danilo Montanari Editore) and Luca Nizzoli Toetti with 'Almost Europe' (Postcard), which was chosen by the *Photoespaña* festival as one of the best books of the year.

Another highly appreciated feature was the Book Show space dedicated to the exhibition of 50 books selected for the *Dummy Award* of the *Photobook Festival of Kassel*, now a historic partner of the fair, and to this year's new initiative of the publishing sector, a series of projections with slideshows, presentations and interviews on the books of the exhibitors in the fair.

The response from the press was attentive with the presence of accredited journalists from the most important Italian newspapers and magazines and correspondents of the major European media bodies.

The **BNL Gruppo BNP Paribas Award** went to the photographer from Reggio, **Luca Gilli**, a recognition awarded by a jury of experts to the best of 15 artists who presented their works through an art gallery. The winning work, *Untitled*, created in 2013 was exhibited on the booth of the **Weber&Weber** Gallery and will enhance the artistic heritage of the Bank which, to date, has approx. 5,000 works.

The winning image of the competition **BORN ELECTRIC by BMW i**, in collaboration with **Nikon** and MIA Fair was that by **Marco Manara** since it stood out for the originality and creativity with which he developed the theme of the competition: the contemporary and future perspective of energy and environmental sustainability in the urban context. The message sent by Marco Manara "Green energy for a better future" complements the aesthetic value of the image, which is able to interpret a future that the author himself hopes will be better thanks to new technologies developed by BMW.

Codice MIA, the absolutely unprecedented and innovative portfolio interpretation, totally focused on the photographic market, produced a very positive reaction from the 45 photographers who, selected by the Scientific Committee, submitted their portfolio to some of the leading international collection experts.

Codice MIA also awarded the prize to **Mattia Insolera**, for "the ability - according to the justification - to narrate with great visual force the historic transformation of the Mediterranean basin as the cradle of Western civilization. The change of an area as a paradigm of cultural, political and social upheaval".

Mattia Insolera will be assigned a booth free of charge in the 2015 edition of MIA Fair.

MIA Fair hosted the first edition of the **Mila Malerba Prize**, established by the **Malerba Foundation for Photography**, addressed to participants of the workshop "From photography to the digital image. History, languages,

market”, curated by Francesco Cascino, Fabio Castelli and Walter Guadagnini, created last April in collaboration with the ARTEPRIMA Cultural Association.

The prize was awarded by the jury to **Federica Antico**, who first chose one of the works presented at MIA Fair - **Diego Ferrari**, *Suspension of consciousness*, on the **Gasket Gallery**, London, booth - and, subsequently, produced a written critical interpretation of the same, also based on that learnt during the workshop.

Federica Antico won a gift voucher worth 2,000 euros to spend on the booths of MIA Fair.

The **second edition of the “Tempo ritrovato – Fotografie da non perdere” Archive Award**, conceived by IO Donna, in collaboration with MIA Fair, Eberhard & Co., the Museum of Contemporary Photography of Cinisello Balsamo and under the auspices of the Lombardy Region, went to **the archive of Tranquillo Casiraghi** (Sesto San Giovanni, 1923-2005) for “the sensitive, refined and human style of the photographs of Tranquillo Casiraghi: the portraits, the moments of social life, the landscapes represented constitute an iconographic heritage whose preservation is a contribution to the rebuilding of our history”. The Prize consists of a grant paid to support the costs related to interventions necessary for taking an inventory of, cataloguing, high-resolution digitisation, preservation and restoration of the works of the winning archive.

Also of great importance was the contribution of MIA Fair partners: **BNL Gruppo BNP Paribas, Lavazza, BMW i, Eberhard & Co., Nikon**, and the **Ferrarelle**, of the patronage of institutional bodies such as the **Lombardy Region, the Province of Milan and the Municipality of Milan** and of the media partnership of **AD, Aesthetica, L’Aperitivo Illustrato, Aroundart, Artguideeast, Arte, Artports, Artprice, Artribune, Corriere della Sera, Exibart, Foto Book Festival, Foto Cult, Il Giornale dell’Arte, Image in Progress, Io Donna, Lifestyle magazine, Quotidiano Arte, ROSPHOTO, Uomo Vogue, Vivimilano and Vogue**.

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