



MIA Fair – Milan Image Art Fair | Tuesday April 14, 2015

MIA FAIR: IN 22,000 FOR THE PHOTOGRAPHY FAIR

The Milan event closed with record attendance (+10% from 2014) and excellent sales figures for the fifth edition of Italy's most important photography art fair

More people than ever and excellent sales results: the fifth edition of MIA Fair, the photography art fair ideated and directed by Fabio Castelli, closed with a more than convincing outcome. From the by-invitation preview on Friday the 10th to Monday the 13th some 22,000 people came to The Mall, the multipurpose center in the futuristic Porta Nuova Varesine area chosen this year as venue.

VISITORS – A good 7,000 just on the by-invitation preview and inauguration day, April 10; about 6,000 on Saturday the 11th and the same on Sunday the 12th: 3,000 on the final day, Monday the 13th. With attendance by nearly 22,000 people MIA Fair surpassed its 2014 record by 10%, confirming a clearly upward trend. *“Making us proud is not just the number of people coming to MIA Fair”* explains Fabio Castelli, *“but above all the interest, the maturity, attention and curiosity of a public that related well with artists and gallery owners.”* Many decisions, continued Castelli, proved winning: *“that of a new and fascinating venue aroused a lot of curiosity, but also the choice of scheduling the MIA Fair in a week full of contemporary art events - with MiArt and the inaugurations at the Triennale and Hangar Bicocca - paid off. As shown not only by visitor interest but also by the great press coverage attracted by the event”*.

SALES – The upbeat atmosphere enveloping MIA Fair was reflected in sales and most of the 145 exhibitors were pleased. Excellent performance for **Officine dell'Immagine**, with four works by Shadi Ghadirian (soon to be exhibiting at the Iranian Pavilion at the Venice Biennial), two by Gohar Dashti and one by China's Xing Danwen reaching a total of 50,000 euros; also doing nicely was **mc2 gallery**, with five photographs by Nicolas Feldmeyer fetching 2,500 euros each. **Admira** works with numerous artists and attracted outstanding interest in the photos by Charlotte Perriand (ten pieces sold, ranging in price from 1,500 to 4,900 euros); **Spazio Nuovo** was also content, selling six large-format photos by Camilla Borghese and four new-format photos in the new series by Olivier Roller; and so were **Contrasto Galleria**, with Irene Kung and Sebastião Salgado, and **RBcontemporary** with Massimiliano Gatti; along with the **Antonia Jannone** gallery with both artists presented, Marco Palmieri and Drik Dickinson; **Costantini Art Gallery** with Nicolò Quirico, **Archivio Giacomelli** and **29 Arts in progress** with Gianpaolo Barbieri. Among the foreign galleries participating there were excellent outcomes for Holland's **Public House of Art** displaying Eric Guo and **Suite 59**; for France's **Cecile Gallet**, with a one-woman show of Caroline Gavazzi's works and for Japan's **Systema Gallery** with Katsu Ishida. Good results also came from the *Proposta MIA* section: **Massimo Sestini**, former winner of the World Press Photo, sold four large-format photos ranging in price from 3,000 to 4,000 euros; **Valentina Picozzi** instead sold twelve works.

AWARDS – MIA Fair ended with double assignment of the **BNL Gruppo BNP Paribas Prize** (the fourth such award and the first tie in MIA Fair history). Winning the banking group's prize and



entering its rich collection were the works *da Memorie* by **Bruno Cattani** (Reggio Emilia, 1964) and *In superficie* by **Massimiliano Gatti** (Voghera, 1981).

Also assigned on the final day of the fair was the newborn prize awarded by *My Lifestyle*, a new real estate brand that changes the home-living concept and chose MIA Fair to preview its debut. A “social” award, with three works selected and displayed at the *My Lifestyle* booth for the duration of the fair. The winner (chosen by public vote) was **Edoardo Miola** (Genoa, 1954) with his *Namibia #3.*, which was acquired by the brand.

And it was photographer **Mauro Fiorese** (Verona, 1970) who with *Treasure Rooms* - revealing the contents of the storerooms of great museums – won the third edition of the *CODICE MIA* award assigned by MIA Fair. With it the artist is invited to hold a one-man show free of charge at the 2016 edition of MIA Fair.

CULTURAL PROGRAM – It was quite a success this year, enlarged from past editions and enriched with the participation of great international guests. A large crowd listened to the conversations that **Gianluigi Ricuperati**, cross-disciplinary curator for MIA Fair 2015, devoted to the hundredth anniversary of the birth of Barthes, speaking with **Hans-Ulrich Obrist** and **Alice Rawsthorn**, among others; there was also great interest in the meeting with **Oliva Maria Rubio**, art director of PhotoEspaña Madrid, and the discussion between lawyers **Cristina Manasse** and **Joe Baio** about photograph copyrights in different legal systems (the Italian and the American) with particular reference to the web world.

Also very popular with visitors was the special edition of the *Premio Archivi “Tempo ritrovato – fotografie da non perdere”* (Archives Award “Time re-found – photographs not to miss”) sponsored by Eberhard & Co. and *Io Donna*, which brought to MIA Fair the exhibit “*Il Quarto Stato e il territorio di Volpedo nelle fotografie del fondo Giuseppe Pellizza*” “*The Fourth Estate and Volpedo territory in the Giuseppe Pellizza Fund photographs*”), curated by Daniela Giordi with works from the Pellizza da Volpedo Archive; and *Economic Body*, a combination of theoretical study, choreography experiment and dance performance created by Anna-Mi Fredriksson.

Of great importance was the contribution of MIA Fair partners. Many thanks to the main sponsors BNL Gruppo BNP Paribas and Lavazza; the sponsors Eberhard & Co., My Lifestyle and Nikon; the patronage of institutional bodies such as the Lombardy Region, the Città Metropolitana and the Municipality of Milan; the technical sponsors Kartell, Ciaccio Broker, Wallpepper, DodiciEttari, Gobbetto; the technical partner Linky; the media partners L’Aperitivo Illustrato, Aesthetica, Il Giornale dell’Arte, Image In Progress, Artprice, ViviMilano, Lifestyle Magazine, Inhale, Artribune, Dni, Art Uzel, Gente di Fotografia, Arte, Exibart, Io Donna, Esportoarte, Juliet, Artnet.

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