

RULES OF PARTICIPATION: CODICE MIA

Art. 1 - ORGANISATION, PLACE AND DATE: on the occasion of MIA Photo Fair 2016 (MIA Photo Fair), DO.MO.ART. Srl (the Organiser) will be organising the fourth edition of CODICE MIA, an exclusive portfolio review aimed at the market of photography collecting, open to a limited number of 45 participants.

CODICE MIA will be held near The Mall Porta Nuova in Milan, where MIA Photo Fair will take place, on 30th April 2016, times to be decided, tentatively set from 10 a.m. to 1 p.m. and from 3 p.m. to 6 p.m.

Art. 2 – PURPOSE – CODICE MIA is intended for photographers who wish to meet collectors, curators of corporate collections, art advisors and opinion leaders (the “Reviewers”), all closely linked with the photography collecting market, in line with the scope of MIA Photo Fair, which is hosting and promoting the event. The complete list of Reviewers of CODICE MIA is the following:

- Pedro **Barbosa**, collector, Sao Paulo, BRASIL
- Peter **Coeln**, collector, Wien, AUSTRIA
- Elaine **Goldman**, collector, New York, USA
- Jim **Grover**, collector, London, UK
- Charles **Jing**, collector, Atlanta, USA
- Annamaria and Antonio **Maccaferri**, collectors, Bologna, ITALY
- Massimo **Perazzo**, collector, Milan, ITALY
- Nissan **Perez**, art advisor and curator, Tel Aviv, ISRAEL
- Jeff **Rosenheim**, curator in charge of The Metropolitan Museum of Art Collection, New York, USA
- Maria **Sukkar**, collector, London, UK

Art. 3 – ELIGIBILITY - CODICE MIA is intended for established photographers in a recognisable artistic career. Artists who have already had a solo show in a gallery or a public space and/or with at least one publication are eligible to participate. The candidates will be chosen by the Scientific Committee of MIA Photo Fair and its decision will be final, with no need to justify its choices.

Art. 4 – ADMISSION, COSTS AND PAYMENT – Applications to participate in the selection must be submitted between 7th January 2016 and 26th February 2016. The selected artists will be contacted by the Organiser by 9th March 2016.

The cost of participating in CODICE MIA is € 400, plus VAT, and includes four 20-minute portfolio reviews.

Anyone wishing to be considered for the CODICE MIA selection must submit, together with the duly completed Application Form (downloadable from the website www.miafair.it), a Curriculum Vitae, a portfolio including a total of 20 images together with presentation texts (in CD/DVD, 20x30 cm, 150 dpi, JPEG) and a publication (optional), preferably the one which best represents the candidate's artistic career. The sent documents, which must carry the photographer's name, will not be returned. The portfolio sent for the selection does not need to correspond necessarily with the one which will be presented during the four portfolio reviews.

Once the selection of the 45 candidates is complete, the selected photographers will be informed via e-mail and must send, no later than 1st April 2016, a copy of the bank transfer confirming payment of the participation fee. If payment is not made within that date, the photographer will not be able to participate in CODICE MIA.

Art. 5 – LIST OF REVIEWER MEETINGS – Photographers must indicate the Reviewers they wish to meet on the Application Form, in order of preference. The meetings schedule is the exclusive responsibility of the Organiser and will be settled in a manner to satisfy as much as possible the preferences indicated in the registration phase. If it is not possible to comply precisely with the requests of each participant, an attempt will be made to satisfy them as closely as possible. If a reviewer is unable to attend at the last minute, the Organiser may substitute him/her, without the need of informing the participants and/or obtaining their consent and the participants waive any rights to object to such substitution. In the event of substitution, the cost of participation will not be refunded to the selected photographers who have chosen that reviewer, but they will be offered a meeting with another reviewer.

Art. 6 – CODICE MIA AWARD – The photographers selected who have duly paid the participation fee (the “Participating Photographers”) will participate in the CODICE MIA award (“Award”). Each of the 10 Reviewers during his/her 18 portfolio reviews will choose 3 of the Participating Photographers to compete for the Award. The Award jury, composed of the Reviewers and Enrica Viganò (member of the Scientific Committee of MIA Photo Fair and curator of CODICE MIA), will choose the winner of the Award at a meeting held after the portfolio review meetings, and its decision will be final. The winner of the Award for the best portfolio will be announced on Sunday 1st May 2016 (place to be decided). The winner of the Award will be entitled to participate in MIA Photo Fair 2017 free of charge, with a 12m² stand, in the section “Proposta MIA” or with a gallery representing him/her, without being required to submit his/her work to the selection process of the MIA Photo Fair Scientific Committee.

For applications, information and clarifications, please write to Admira, which is in charge of the event on behalf of MIA Photo Fair, directly to the following contact:

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