



MIA Photo Fair | Tuesday May 3, 2016

## **MIA PHOTO FAIR: INCREASE IN PUBLIC AND SALES**

**Excellent results for the sixth edition of MIA Photo Fair, the photography art fair directed by Fabio Castelli and Lorenza Castelli. The number of visitors grew by 10% (to a total of 24,000 admissions); 85% of galleries exhibiting generated sales, exceeding by more than 15% the results of 2015.**

Positive balance for the sixth edition of MIA Photo Fair. The Italian art fair dedicated to photography staged in Milan from April 29th to May 2nd will be archived with an excellent response from the public and with a comforting "plus" sign to the sales' entries. Thanks to the extended duration of the event - four days instead of three, confirming the opening on Monday and the early opening to public on Friday - the target of 24,000 visitors was reached, with an increase of 10% compared to 2015. Furthermore 85% of exhibitors, including galleries and independent artists in the section MIA Proposal, achieved sales. A year ago it was around 70%.

"This edition leaves us with very promising sensations, both in terms of the culture of photography in Italy and as regards to the market," said Fabio Castelli, the founder and director of MIA Photo Fair. "We have noticed that the public is more and more mature, attentive, competent; and the increase in sales' volume, including also the purchase of several high-priced art pieces, demonstrates the growing interest from collectors. "

The taste of the public, measured in terms of purchases, rewards in a balanced way the contemporary authors and the masters. Good results from Admira Gallery for famous artists belonging to the Italian Neorealismo period (Fulvio Roiter, Mario De Biasi, the latter also the protagonist of a monographic exhibition presented by the main sponsor Lavazza, Nino Migliori, with a dozen pieces sold in a range between 1,200 and 3,000 euro) as well as Charlotte Perriand, with other dozen pieces sold at figures ranging between 1,500 and 5,000 euro; Sabrina Raffaghello Contemporary Art underlines great success with vintage shots by Franco Fontana (3,500-5,500 euro); while the London based gallery 29 Arts in Progress has seen a marked interest in Gian Paolo Barbieri, with prices between 5,000 euro (for the Polaroid pieces) and the 6,000-7,000 euro.

Positive results for Glauco Cavaciuti Gallery (with Massimo Gatti, Giuseppe Mastromatteo and Fabiano Parisi, all around 5,000 euro) and for Bag Gallery (with Gianni Pezzani, Maria Cristina Coppa and Giovanni Marinelli all in the range of 1,500 euro); also for Dada East Gallery, which presented a solo show of Maurizio Galimberti (ten pieces sold with prices from 1,000 to 6,000 euro) and Riccardo Costantini Contemporary with the works by Edoardo Romagnoli. Special mention for MLB Maria Livia Brunelli Gallery of Ferrara, with the success of the artist Silvia Camporesi who also won the BNL BNP Paribas Group Award: three pieces sold in a range between 2,000 and 6,000 euro, including a work acquired by the collection of Antonio and Annamaria Maccaferri.



Very good result also for foreign artists with the confirmation from the Milan based Officine dell'Immagine, which repeats the excellent results of 2015 by presenting a selection of Middle Eastern artists, with Gohar Dashti, Shadi Ghadirian and especially Jalal Sepehr selling a total of 47,000 euro. In a sign of continuity also another Milanese gallery mc2, receiving positive feedbacks with the art works of Liu Xiaofang (between 3,000 and 5,000 euro); good results also for Boxart art gallery, making his debut at MIA Photo Fair exhibiting Mauro Fiorese (with prices between 7,000 and 8,000 euro) and Liu Bolin (15,000-20,000 euro). The Belgian Mazel Galerie achieves sales with both artists proposed (Antoine Rose and Bruno Timmermans, between 4,000 and 8,000 euro), while the German Galerie Voss has seen a strong interest in Iwajla Klinke, filmmaker and photographer listed between 5,200 and 6,800 euro.

**Awards** - Silvia Camporesi art work Planasia # 12 (Faenza, 1973), presented by MLB Maria Laura Brunelli Gallery has been awarded by BNL Gruppo BNP Paribas Prize, now in its fifth edition. The winning work will be included in the artistic heritage of the Bank, which today owns over 5,000 works.

The first edition of the Massimo Gatti award, established by MIA Photo Fair and Glauco Cavaciuti gallery was won by Massimo Sestini (Prato, 1963): the photographer, considered the most interesting among those presented in the Proposal MIA section. The award included a cash prize and the installation of a solo exhibition show at Glauco Cavaciuti gallery.

The fourth edition of Codice MIA award, the original portfolio review conceived by MIA Photo Fair, was won by the Croatian Jovana Popić (Zadar, 1977 - lives and works in Berlin). The award offers to the artist considered the most deserving by the rigorous jury of Codice MIA, made up by International collectors especially invited by MIA Photo Fair, the opportunity to exhibit for free with a booth at the next edition of the fair. A Honorable Mention was assigned to the artist Gabriele Horns (Bologna, 1972).

**Cultural Program** - Great interest from the public for all the 58 events of the cultural program: conferences, talks, book signings and book presentations. In particular a very strong attendance to the 3 interviews presented by Sabrina Donadel with important Italian collectors, to the contribution of Patricia Urquiola on the relationship between photography and design and to the talk with the masters of contemporary photography: such as Ferdinando Scianna, Paola Agosti, winner of the Eberhard & Co. Award devoted to photo archives who recounted her youthful experience as a photojournalist in the 1970's documenting the Italian feminist protest, and Settimio Benedusi, who has given account of his recent experience of walking from Liguria to Milan, on foot and without money, with photographs used as a bargaining chip to get food and lodging.

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