



t: Emanuele Cucuzza

## Welcome to Collection MIA!

Interview with **Lorenza Castelli**, Exhibition Director MIA Photo Fair. She tells us more about a new online platform to collect art from MIA Fair, even after the fair...

**How come the idea of Collection MIA and what is it exactly?** “Collection MIA is the online platform of MIA Photo Fair. For the first time worldwide a contemporary art fair conceives a marketplace for online sales. The idea came to give to the exhibitors the possibility to sell throughout the year their works and to give to the collectors one more chance to buy the artworks seen during the fair. Collection MIA is intended as a turnkey commerce service for our exhibitors.”

**Who can upload images?** “Participation to Collection MIA is reserved only to artists and galleries who exhibited in the various editions of MIA Photo Fair.”

**Who will select them?** “The authors presented are all pre-selected by the Selection Committee of MIA Photo Fair. Collection MIA offers for sale a curated selection of some of the artworks exhibited in the past editions of the fair, giving the opportunity to collectors to facilitate and enrich a photography art collection.”

**What's the range of prices that you expect to keep on your website?** “The expectation is to offer art works in a range starting from 150 euro up to 10,000 euro in order to provide a wide spectrum of purchase opportunities.”

**But without physical locations where art can be seen in person, how can someone really appreciate it, let alone choose what to buy?** “Collection MIA fosters contemporary art collection, through the acquisition of photography artworks directly from galleries and artists. The platform offers the possibility to visitors to look up for the desired artwork and easily buy it online on a secure marketplace.

The art works are from artists who have already physically exhibited at MIA Photo Fair so Collection MIA gives the opportunity to buyers who have appreciated the art work on the walls of MIA, but have lost the occasion of buying during the fair, to site the opportunity on-line of the missed purchase. Furthermore we remain at disposal for all further information needed related to the works and we will continue to stimulate the professional art system sending communication ad hoc through-out our media.”

**From a creative point of view, what sort of times are these for contemporary photography?**

“Photography continues to be relevant as an artistic media. Photography’s capacity to capture emotion, document, construct history, memory, truth and identity is unique and helps this media climb the ladder of importance in the art world. One of the new frontiers artists are today venturing is the artist’s book, a new experience that allows artist to spread their art and increase their reputation on the market. The artist’s book, usually self published, is a media on which artists are now experimenting, combining the photos, with text, curating the paper choice, the graphic and the layout. Prices are today very affordable but we expect a strong increase.”

**What's your main advice for new collectors? How should they choose their first prints?**

“Passion is the first driver for finding the object of desire, then my advice is to gather all possible information for being aware of the value on the art market system and achieve an aware purchase decision.”

[www.collectionmia.com](http://www.collectionmia.com) - [www.miafair.it](http://www.miafair.it)



ph.: Angela Lo Priore

**Lorenza Castelli**, Exhibition Director MIA Photo Fair. University degree at Bocconi University in Milan and post-graduate Master in Finance at Harvard Business School, Boston, USA. She is a management consulting and corporate finance skilled manager, with more than 15 years of experience in international management consulting and investment banking firms. Since the first edition of MIA Photo Fair in 2011, the first international art fair dedicated to photography and moving image co-founded with her father Fabio Castelli, she has been working in the family business as exhibition director and in the business development of the Milan event. In 2014 she has been invited, together with his father, to curate the photography sector at Arte Fiera Bologna, the most important modern and contemporary art fair in Italy. She is photography and art collector and design passionate.

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