



MIA PHOTO FAIR CONFIRMS ITS SUCCESS FOR THE EIGHTH EDITION

The four-day event at The Mall, Porta Nuova attracts 25,000 visitors, with increased public interest and higher sales.

At the closing of its eighth edition **MIA Photo Fair**, the international art fair dedicated to photography, conceived and directed by Fabio Castelli and Lorenza Castelli, again this year **registered extremely positive results from the point of view of both turnout, with over 25,000 visitors flocking to the stands at The Mall from Friday 9 to Monday March 12, and sales, with over 80% of exhibitors closing deals.**

"I must say", commented Fabio Castelli, founder and director of MIA Photo Fair, "that I am very satisfied with how this edition has been received by both the public and critics. But it would be reductive to focus only on this last one. All the hard, serious work done during these eight years is now being repaid, in terms of credibility and respect, with the participation of some of the most highly-qualified Italian and international operators from all over the world - not only Europe, but also Asia and America. I am particularly pleased to mention the editorial section curated by **Magali Avezou**. Completely restyled and placed strategically at the beginning of the fair, it played a fundamental role in publicising the production of young independent publishing houses such as **Origini Edizioni, Rorhof, RVM Magazine** and **Witti Kiwi** which, together with international participants such as **Akio Nagasawa** and **Komiyama Tokyo**, encourage us to continue, for future editions also, to support this sector of the fair that is so important in spreading the culture of photography".

"This year", Castelli continues, "I have noticed a remarkably high quality in the type of visitors, who showed greater interest not only in the galleries (as confirmed by the gratifying sales figures) but also in the rich cultural programme. The cultural events, in fact, were constantly crowded, clear evidence that MIA Photo Fair is not only a market exhibition but a window open on the world of photography, always on the lookout for anything that can be used to further every single aspect of this art form which, more than others, conveys and interprets the complexity of modern-day society. I believe that the effort to find new areas of research and analysis on the role of the art of photography, as well as that of organising, during the period of the fair, the many conferences, discussions and round tables, including seeking out the most highly-qualified speakers, can lead to growing involvement on the part of the public, which is finding increasing pleasure and satisfaction in the deepening of knowledge. And this, as time goes on, leads in turn to greater enthusiasm for MIA Photo Fair and the world of photography. It is by pursuing this approach that we came upon the idea of creating the new format based on the **relationship between Art and Science**, curated by **Chiara Agagiù**, which began this year with a series of meetings on psychoanalysis and collecting, and whose main idea is represented by psychoanalyst **Massimo Recalcati's Lectio Magistralis**."



“MIA Photo Fair is Milan. And as the city’s fame continues to grow worldwide, so also the respect of foreign galleries for the fair has greatly increased”, says Lorenza Castelli, Managing Director of MIA Photo Fair. Proof of this is the number of international exhibitors who have come this year to MIA Photo Fair: 37, twice as many as in the last edition”.

“This ongoing internationally-oriented approach”, continues Lorenza Castelli, “is also borne out by the attention that MIA Photo Fair gives to especially active international photographic scenes such as those of **Hungary, Cuba, the Balearic Islands**, or that of the vast, evocative continent of **Africa**.”

Exhibitors who achieved good sales results include the Milan-based **Admira, 29 Arts in Progress, mc2 gallery, Officine dell'Immagine, Galleria Blanchaert, GVF Gallery, MADE4ART, Still Fotografia** and the new gallery **Still Young**, whose purpose is to support young artists between the ages of 18 and 25, acting as a sort of cultural incubator; Brescia-based **Galleria Massimo Minini** with the new work *Joie de vivre* by Letizia Cariello, winner of the *BNL BNP Paribas Group Award*; Turin-based **Photo & Contemporary** featuring such masters of photography as **Giovanni Gastel, Gabriele Basilico** and **Franco Fontana**; **Bel Air Fine Art** of Venice; **TRAFFIC Gallery** of Bergamo; **MLB Maria Livia Brunelli** of Ferrara; **Passaggi Arte Contemporanea** of Pisa; **Atelier Relief** of Bruxelles; **TOBE Gallery** of Budapest; **Galerie Frederic Got** and **Courcelles Art Contemporain** of Paris, and **Luisa Catucci Gallery** of Berlin.

AWARDS

The **BNL BNP Paribas Group Award** is assigned to the best of the artists presenting their works through art galleries, by a jury of experts composed of Fabio Castelli, founder and member of the Scientific Committee of MIA Photo Fair, Francesca Malgara, member of the Advisory Committee Board of MIA Photo Fair, Marinella Paderni, contemporary art historian and independent curator, Francesca Pini, journalist of *Corriere della Sera*, and Anna Boccaccio, Director of the Institutional Relations Service of BNL BNP Paribas Group.

Among the 15 finalists selected by the Scientific Committee of MIA Photo Fair, the **BNL Award** went to **Letizia Cariello** for the project entitled *Joie de Vivre*, presented by Galleria Massimo Minini of Brescia.

“We chose to assign the ‘**BNL BNP Paribas Group Award**’ to Letizia Cariello”, the jury announced, “because with her wide-ranging conceptual project the artist reinvents photography in contemporary art through the use of a metalanguage, the introduction of a narration based on sensitivity and the recovery of the personal memories of a couple who lived the ‘60s in the carefree, luxurious setting of Saint-Tropez. Personal memories are re-elaborated by the artist as remembrance of joyful moments”.

Thanks to the valuable contribution of our partner the Swiss luxury watch company **Eberhard & Co.**, which since 2014 has supported a number of special projects at MIA Photo Fair relating to photography archives, this year the **Archivi Aperti Award** is presented for the first time, under the patronage of **Rete Fotografia** and **IO Donna** (the women’s magazine of *Corriere della Sera* by RCS Mediagroup). The project is realised in collaboration with AFIP International - Professional Photographers Association, National Association of Professional Photographers TAU Visual and GRIN, members of Rete Fotografia.



The award was presented, by a jury composed of **Fabio Castelli**, **Renata Ferri** (IO Donna), **Laura Gasparini** (the Panizzi Library of Reggio Emilia) and **Lucia Miodini** (Study Center and Archive of Communication, University of Parma), to the **Carla Cerati Archive**.

"We found particularly interesting and meaningful", the jury goes on to explain, "the perception of the photographer, intellectual and writer, as an expression of a personal and social memory of great cultural significance. Carla Cerati passed away in almost total silence. This award represents a clear statement aimed at safeguarding the memory of her perceptive vision, imprinted indelibly in the photos of Italy as it changes, acts, thinks, struggles, suffers and dances."

"The archive of Carla Cerati", the explanation continues, "is a common asset that must be protected, an iconographic heritage of great importance, a valuable testimony to the changes that have taken place in the culture and social life of our country, as it follows, with an extraordinary and innovative narrative quality, the long and complex story of Milan".

The *Archivi Aperti Award* consists in a grant set up by **Eberhard & Co.** to support the interventions necessary for preserving and protecting the winning archive together with the donation of a Perfection V850 PRO scanner supplied by **Epson**.

Moreover, **two honourable mentions were awarded to the Gian Paolo Barbieri Foundation and the archive of Paola Mattioli**, who will each receive a Perfection V850 PRO scanner, thanks to the contribution of Epson.

The Fair also hosted the second edition of the **RaM Sarteano Award**, born of a partnership between MIA Photo Fair and the Municipality of Sarteano (SI). The winners of the competition, who are invited to take part in a collective exhibition from July - September 2018, were **Niccolò Aiazzi**, **Lucrezia Roda**, **Edward Rozzo**, **Ulderico Tramacere** and **Stefano Zardini**.

The rich cultural programme was highly appreciated this year. The most popular events included the **FOCUS LEGAL & TAX** conference, in which leading experts on law and taxation, such as law firms **Negri-Clementi** and **Tremonti Romagnoli Piccardi e Associati**, held talks on key topics such as the management of an art collection, copyright and succession; the series *Collezione per due*, in which journalist **Sabrina Donadel** interviewed collector couples united both sentimentally and through a common love for photography; and a lecture by **Pino Musi** and **Antonello Scotti**, which focused on the analysis of selected photographic books where text and images interact, creating unusual connections. Last but not least is the series of events mentioned earlier, part of the new **Art and Science** format featuring the participation of teachers, researchers and critics such as **Stefano Ferrari**, **Giovanni Fiorentino**, **Mimmo Pesare** and **Ettore Molinaro**.

Another initiative that was highly appreciated by the public was that of **Lavazza**, one of our long-standing partners and a sponsor of MIA Photo Fair since the beginning.

For this eighth edition, **Caffè Artistic Lavazza** presented the **2018 Calendar '2030: What Are You Doing?'**, using as a sort of artistic megaphone images representing **17 Sustainable Development Goals** (SDGs) established by the United Nations in order to make our planet a more sustainable place to live by 2030. The project, born of a creative idea by **Armando Testa**, was realised by **Platon**, photographer and storyteller known throughout the world for his photos of some of the most influential world leaders, industrial giants and show business icons.

Here his lens captures, portrayed in an essential, characteristic black and white, **17 ambassadors** of sustainability, men and women who are firmly committed to creating a better world from an environmental, social and economic point of view, such as chef Massimo Bottura, American actor



Jeremy Renner, Alexandra Cousteau, paladin of the oceans, Carlo Petrini, founder of Slow Food, tennis champion André Agassi and Jeffrey Sachs, Director of the UN Network for Sustainable Development.

MIA Photo Fair 2018 was patroned by **Regione Lombardia, Città Metropolitana di Milano** and **Comune di Milano**; the Main Sponsors were **BNL Gruppo BNP Paribas** and **Lavazza**; the Sponsor **Eberhard & Co.**, the partner **iQOS, IULM University**, technical partners were **Kartell, Ciaccio Arte, Hotel Principe di Savoia**, and media partners were **Arte, AD, 100 Words Magazine, Aesthetica Magazine, Artforbes, Art Africa Magazine, Artfacts.net, Artprice, Artribune, Gente di Fotografia, GUP Magazine, The Fashionable Lampon, Photography is Art, PHROOM, #59 magazine, Espoarte, Haute Photographie Magazine, Il Giornale dell'Architettura, Il Giornale dell'Arte, Juliet** and **The Elephant**.

Milan, March 14th 2018

MIA Photo Fair 2018

The Mall, Milan Porta Nuova (Piazza Lina Bo Bardi 1)
March 9-12, 2018

IMAGES AVAILABLE AT: <http://bit.ly/2nV2cLZ>

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