

# **MIA** **PHOTO FAIR**

Milano, The Mall – Porta Nuova Varesine | 22-25 March 2019

## **MIA PHOTO FAIR**

Directed by Fabio Castelli and Lorenza Castelli



© Rune Guneriussen, Demanded Growth Increases Descent, 2014

### ***9th EDITION***

**Italy's international photography art fair is back, supported by its Main Sponsor BNL BNP Paribas Group along with Sponsors Eberhard & Co. and Olympus**

**The selection committee has chosen 85 galleries, almost a third of which coming from outside Italy; alongside them other 50 exhibitors, divided into special projects, media partners and publishers, bringing the total number of exhibitors to 135.**

**Press kit and images at <https://bit.ly/2tmL2JC>**

**The bond between Milan and photography grows stronger than ever!**

It's just over a month before the opening of the **9th edition of MIA Photo Fair**, Italy's international photography art fair, conceived and directed by Fabio Castelli and Lorenza Castelli.

**Hosted once again at The Mall, in Milan's Porta Nuova business district, from 22-25 March 2019**, MIA Photo Fair will offer photography fans and collectors insider access to the world of photography, giving them the chance to expand their knowledge on the medium that interprets contemporary life better than any other.

"Throughout its eight-year history", says Fabio Castelli, "we've seen MIA Photo Fair grow, not just as an exhibition event, but also as a cultural platform always careful to respond to the latest signals from the photography art world. In parallel to that, we have gained increasing attention from both visitors and connoisseurs of this contemporary art language, from both art experts and collectors, especially international ones. The fact that MIA Photo Fair is being recognised here and abroad as a leading art fair due to its quality and serious approach represents a considerable added value".

Fabio Castelli concludes by saying, "the event's success can also be measured by its figures. Over eight years, more than 400 exhibitors have attended MIA Photo Fair; its 170,000 visitors could have filled San Siro stadium twice over".

**MIA Photo Fair**, with the **institutional patronage of the Comune di Milano, the Regione Lombardia, the Città Metropolitana di Milano** and the contributions from the Main Sponsor **BNL BNP Paribas Group** and the Sponsors **Eberhard & Co.** and **Olympus**, now unveils its **new coordinated image, created by the Norwegian photographer Rune Guneriussen (Kongsberg, 1977)**, whose work has been displayed at numerous solo and group shows in the US, China, France, Germany, UK, Switzerland, Holland and Norway, as well as at international art fairs (Paris Photo, Art Basel). Guneriussen uses manmade objects to compose temporary installations in the natural environment, putting them at the centre of his ethereal images.

The choice to use Guneriussen was guided not only by his artistic credentials, but also by his genuine interest in one of the fundamental problems of our age, such as the importance of maintaining equilibrium in the relationship between humankind and nature.

The artist will be present at a round table – on Sunday 24<sup>th</sup> March at 4pm – being held as part of the 22<sup>nd</sup> International Exposition of the Milan Triennale, which is titled *Broken Nature. Design Takes on Human Survival*. The Expo in Triennale will run from 1<sup>st</sup> March to 1<sup>st</sup> September and will look at the state of the bonds between man and the natural environment, some of which have been damaged, if not broken forever, in the course of recent history. In addition to **Rune Guneriussen**, the speakers at the event will be **Lorenza Baroncelli**, artistic coordinator and curator of the department of architecture, urban regeneration and cities at the Milan Triennale, and **Laura Maeran**, a curator at the Triennale.

MIA Photo Fair's selection committee has been confirmed, and consists of Fabio Castelli, Gigliola Foschi, Roberto Mutti and Enrica Viganò. The committee selected **85 galleries**, of which almost one third (27) hails from abroad, more specifically from 12 European countries (Austria, Belgium, Denmark, France, Germany, Greece, Montenegro, the Netherlands, Romania, Spain, Switzerland and Hungary) and from 4 overseas nations (China, Japan, Israel, USA); the remainder (58) are from Italy.

Added to these are a further 50 exhibitors, divided into special projects, media partners and publishing, bringing the **total number of exhibitors to 135**.

MIA Photo Fair can count on the support from its high-profile sponsors. For the eighth consecutive year **BNL Gruppo BNP Paribas** is the partner of MIA Photo Fair in the role of Main Sponsor, promoting its *BNL BNP Paribas Group Award*, assigned by a jury to artists featured in the fair who are exhibiting with the galleries that represent them. The finalist works will be published on @bnl\_cultura, the BNLBNP Paribas Group Instagram account dedicated to art and photography. The winning photograph will become part of the Bank's corporate art collection, which contains more than 5,000 works to date.

2019 marks the start of a partnership with **OLYMPUS** which, for the occasion, presents the exhibition *Dialoghivisivi. Fotografie della Collezione Castelli*: nineteen images in an exhibition divided into four sections, covering some of the many fields of photography as an art language such as reportage, still life, architecture, fashion and experimental photography.

Thanks to the support of **Eberhard & Co.**, MIA Photo Fair will also be commemorating Leonardo da Vinci in his 500<sup>th</sup> anniversary. As such, several pages will go on display, reproduced from his **Codex Atlanticus**, the original of which is held at the Biblioteca Ambrosiana in Milan.

This selection, curated by Edoardo Zanon of the "Centro Studi Leonardo3", Milan, will illustrate the Master's notes and studies on perspective and optics. Based on these experimental findings, Beppe Bolchi will be setting up a "Camera Obscura", the so-called "artificial eye" where visitors can take part in this pinhole camera experience hands-on.

Also new is the partnership with **LA CUCINA ITALIANA**, the Condé Nast cooking and lifestyle monthly magazine which celebrates its 90<sup>th</sup> birthday in 2019. An exhibition will be set up in the restaurant area of MIA Photo Fair, featuring the most beautiful images from the magazine, which counts Futurist artist Filippo Tommaso Marinetti among its founders.

## **WHAT'S NEW AT MIA PHOTO FAIR 2019**

MIA Photo Fair has always strived to be a platform for debating the various aspects of photography. That's why the fair is getting a brand new section in 2019 called **Beyond Photography**, which sets out to highlight what is meant by 'photography' today, particularly in relation to contemporary art.

**Beyond Photography** will comprise a group of galleries that usually exhibit at Italian and international fairs not specifically dedicated to photography; the galleries represent artists whose research embraces other mediums in addition to photography. They include **A100 gallery with** Luca Coclite, Federica De Carlo and Matteo Nasini, **CE Contemporary** with Rania Matar, **Galleria Clivio** with Julien Blaine, Sylvano Bussotti, Giuseppe Chiari, Lamberto Pignotti and Sarenco, **Maria Livia Brunelli MLB Gallery** with Anna Di Prospero and Jacopo Valentini, **Galleria Massimo Minini** with Roger Ballen, Vanessa Beecroft, Elisabetta Catalano, Bertrand Lavier, Matthieu Mercier and Ariel Schlesignere **Progetto Arte elm** with Ivan Falardi and Giò Pomodoro.

One of the most exciting new developments at MIA Photo Fair 2019 is the partnership with **Photo Independent**, the Los Angeles photography fair that explores new generations of independent photographers, and this year included a European date at the Carrousel du Louvre in Paris. The *Photo Independent* space will present a selection of the most interesting photographers, picked from those who showed their work at the fair in California.

#### **South Korea is the guest nation at MIA Photo Fair 2019.**

To mark the occasion, the General Consulate of the Republic of Korea is promoting **Focus Korea**, developed in partnership with the Korea Foundation, an organisation affiliated with the South Korean Foreign Ministry. The exhibit is curated by Christine Enrile, founder and artistic director of C|E Contemporary, who will be presenting a series of works by some of the most prominent Korean artists in the new generation. The intention is to promote the talent of these young photographers, and share with the public the current state of Korean contemporary art.

**Architecture and design** will be two topics that MIA Photo Fair will explore in depth through a varied series of events.

Of particular interest is the exhibit curated by **Fabio Novembre**, one of Italy's foremost, world-famous architects and designers, who also happens to be a huge photography fan and collector; he will be choosing works from those on display at MIA Photo Fair, creating his personal itinerary.

Also new is the first edition of the **MIA Photo Fair Architecture Photography** award, in partnership with Attilio Giaquinto's Studio G\*AA and with Tiziana Bonomo's ArtPhotò. The prize takes into consideration the artists exhibiting their works within the *Gallerie* section.

The prize aims at highlighting the constant dialogue between photography and architecture, due to the potential of photography to document and interpret changes in the world around us.

In addition to a cash prize, the winner will be given the chance to present his or her project in a specially-created section of the fair.

Gallery-owner **Rossana Orlandi** will be there to promote the prize named after her, whereby an artist from the **Proposta MIA** section will be rewarded with an exhibition at her gallery.

For the third year running, **IQOS** will be at MIA Photo Fair with its own lounge, where the photography project **Everyday Uniqueness** will be housed. The project was devised and created

especially for IQOS by the internationally-renowned photo-reporter **Paolo Pellegrin**; Pellegrin has numerous prizes and accolades to his name, including ten World Press Photo awards. *Everyday Uniqueness* offers a visual account of the concept of uniqueness, through the magic of photography.

The public can get into the spotlight with the latest performance-based project by **Settimio Benedusi for HP**. A special edition of **RICORDI?** is to be held at MIA Photo Fair; Benedusi created the format to shine a new light on the privilege of having a printed photographic portrait.

The project derived from the realisation that, with the advent of new technologies, images are beginning to show their precariousness, as they are left abandoned in the memory cards of smartphones or tablets or archived on digital devices; in the not-too-distant future, we risk losing many of our lifetime's memories.

Through the project, Benedusi hopes to save the printed photograph as a physical, tactile object that can be put on display and interact with the people who look at it, and with its surroundings. The goal of the experiment is, then, to underline the importance of printed photographs, and to become pioneers of the return to professional photographic portraits.

One hundred visitors will have the chance to sit for a photo portrait, by booking (in a few weeks' time) through the website [ricordistampati.it](http://ricordistampati.it).

The photographs will be taken during the MIA Photo Fair on a set at the "Benedusi per HP" stand; they will immediately be printed in A2 format with a top-of-the-range HP printer for professional photography prints, before being framed in 'real time'.

The fair will also be hosting, for the third year, the **Premio RaM Sarteano**, a prize founded by MIA Photo Fair in partnership with the Municipality of Sarteano (province of Siena). Several artists will be invited to participate in a group show, to be held from July-September at the Rocca Manenti castle in Sarteano. The award selection committee will consist of Fabio Castelli and the Mayor of Sarteano, Francesco Landi.

### **CODICE MIA**

Also back is **CODICE MIA**- 6th edition, the leading event for mid-career artists who want to meet face to face with expert collectors from around the world. The meetings will take the classic form of a portfolio viewing, and only a select group of thirty photographers will get the chance to have a meeting in person with prominent figures in the photography world, including **collectors and curators of corporate collections**. This year CODICE MIA is again completed by the prestigious **Charles Jing Grant** for the best portfolio, in addition to the **CODICE MIA Prize**. The winner will therefore be given a prize of **7,000 euros** in addition to being **granted free of charge a stand** at the 2020 MIA Photo Fair in Milan; the runner-up will win a prize of **3,000 euros**.

### **Proposta MIA**

One of the most keenly anticipated events at MIA Photo Fair since its very first year has been **Proposta MIA**, the section dedicated to independent photographers chosen by the selection

committee, and presented to the public and curators alike. Over time, this has proven to be a true resource for photographers, allowing many of them to join the ranks of prestigious galleries.

## **CULTURAL PROGRAM**

As part of the rich program of cultural events at MIA Photo Fair, a special place will be given to the **Arte e Scienza** space, which explores the links between fine art photography and the various branches of science. Having already proved popular last year, **this year the discussion will focus on the theme of neurosciences, and will be developed in partnership with the Università Vita-Salute San Raffaele of Milan**, the new scientific partner for the project. The sessions will be attended by academics from humanities and science subjects who will be discussing art, neurosciences and philosophy. Two sessions have been scheduled. The first (Monday 25<sup>th</sup> March at 2pm) with **Alberto Sanna**, Director of the Centre of Advanced Technologies for Wellbeing and Health at the San Raffaele Hospital, **Massimo Cacciari**, Emeritus Professor at the Faculty of Philosophy at Università Vita-Salute San Raffaele, **Francesco Valagussa**, associate professor of Theoretics at the Faculty of Philosophy at Università Vita-Salute San Raffaele, and **Nicola Canessa**, lecturer in Psychobiology and Physiological Psychology at the Scuola Superiore IUSS University at Pavia. They'll be debating the subject of **neuro-aesthetics**, exploring its limits and potential developments, and tackling various issues, from the impact that technical innovation can have on art forms, particularly photography, to the neuro-mechanisms behind visual analysis and the aesthetic experience.

During the second session (Monday 25<sup>th</sup> March at 6pm), **Alberto Sanna** will talk about ***The engineering of awareness and art in socio-technological ecosystems***. This is an innovative, exciting topic that, with the help of videos, will explore the world of art and science and illustrate how they are closely interlinked.

Other events in the cultural programme include the **focus on the new contemporary photography collection at the Vatican Museums** (Monday 25 March at 12pm), with **Barbara Jatta**, director the Vatican Museums, and **Micol Forti**, curator of the Vatican Museums' Contemporary Art Collection. Then there is the **Focus on Technologies** (Friday 22<sup>nd</sup> March, 5.30pm), on ***Blockchain in the art world: from authenticity to art tokens***, with **Bernabò Visconti di Modrone**, founder and CEO of MIA Photo Fair's digital partner Artshell, along with **Marco Paracchi and Fabrizio Cancelliere** from law firm Tremonti Romagnoli Piccardi & Associati Studio Legale e Fiscale and **Alberto Sanna**. And last but not least, the ***Collezione per due*** talks, during with journalist **Sabrina Donadel** will interview 'collector couples', united not only by love but by their passion for photography.

MIA Photo Fair has always demonstrated its great interest in the world of collecting. This year the fair will include an exhibition, coordinated externally by **Giuliana Picarelli**, featuring works by top names in Italian and international photography, from Franco Fontana to Vera Lutter, Mario Cresci and Larry Clark, all on loan from prestigious private collections. Each image will be accompanied by a sentence stating the reasons why it was chosen by the collector and explaining their deep attachment to it.

Another diary date is the *Fotografia e Architettura* conference – Friday 22<sup>nd</sup> March at 4pm – with talks from various personalities including the artist **Elena Franco**, who is an architect and photographer; **Angelo Maggi**, professor in History of Architecture at the University of Venice; **Subhash Mukerjee**, architect, lecturer and vice-chair of the Foundation for Architecture in Turin; and the artist **Tom Vack**. The conference will be moderated by **Tiziana Bonomo**, director of Artphotò.

## **PUBLISHING**

**The section dedicated to Publishing** will be presenting exhibitors selected for the second year running by the Anglo-French curator **Magali Avezou**; they will include international publishing houses, independent publishers and specialist bookshops.

MIA Photo Fair is once again partnering with **Musement**, the multi-platform provider for searching and booking tours and attractions all over the world; as such, Musement is the official booking partner for the fair. Enthusiasts, connoisseurs and industry professionals alike can take part in the cultural offerings, events and conferences dedicated to the world of art and photography by visiting the website [www.musement.com](http://www.musement.com) or via the website [www.miafair.it](http://www.miafair.it).

Milan, February 2019

### **MIA Photo Fair 2019**

The Mall – Milano Porta Nuova

P.zza Lina Bo Bardi

**22 – 25 March 2019**

**Inauguration: Thursday 21 March 2019, 6pm – 10pm**

#### **Information:**

##### **MIA Photo Fair Organisation Office**

Via San Vincenzo 22 – 20123 Milan | Tel. +39.02.83241412

[info@miafair.it](mailto:info@miafair.it) - [www.miafair.it](http://www.miafair.it)

#### **Press Office**

##### **CLP Relazioni Pubbliche**

Stefania Rusconi | tel. +39.02.36755700 | [stefania.rusconi@clponline.it](mailto:stefania.rusconi@clponline.it) | [www.clp1968.it](http://www.clp1968.it)

**Press release and images available at [www.clp1968.it](http://www.clp1968.it)**