

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

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**CELEBRATES ITS 10-YEAR ANNIVERSARY  
WITH THE PICTURES OF RANKIN**

**Rankin chosen to represent the visual campaign  
of the Italian art fair dedicated to photography,  
directed by Fabio Castelli and Lorenza Castelli**



**MIA Photo Fair will be held at The Mall in Milan,  
from Thursday 19th to Sunday 22nd March 2020**

**For the 10th anniversary of MIA Photo Fair, set to be held at The Mall in the Porta Nuova district in Milan from Thursday 19th to Sunday 22nd March 2020, the British photographer Rankin has been chosen to give a new “visage” to the first Italian fair dedicated to fine-art photography.**

**Through a series of images selected from his project *Saved by the Bell*, the artist will represent the visual identity of MIA Photo Fair, conceived and directed by Fabio Castelli and Lorenza Castelli.**

As for the last two editions, in organising its visual communication campaign, MIA Photo Fair has chosen to engage a prominent international photographer.

Rankin is a photographer with a very extensive portfolio ranging from documentary photography to portraits. Throughout his long career he has always been distinguished by his bold approach behind the lens, following an artistic inspiration that has given life to vivid images and portraits that are a legitimate part of contemporary photographic iconography.

Rankin is an eclectic artist who has constantly been at the forefront in every stage of his artistic development, including as co-founder of the magazine *Dazed and Confused* and as a film director. In each of his roles he has been guided both by his well-known inclination towards innovation and by his audacious style. Rankin's approach in expressing his unorthodox creativity is inspired by a wide range of different tools, such as the use of textures and colours, which he places around his subjects to create strange and unexpected forms.

Rankin's project *Saved by the Bell*, created for Hunger Magazine, in collaboration with make-up artist Andrew Gallimore, combines marked references to the culture of the 80s and 90s, through the use of pop colours and graphic patterns, with a cutting-edge style emphasised by the inclusion of three-dimensional elements applied to the faces of the subjects.

While clearly referring to the past (also in the title itself, *Saved by the Bell*, which is the name of a famous American sit-com from the late 80s), the project effectively conveys an intention to reinterpret the period through a re-elaboration of key elements (colours and patterns) which characterise the decade.

Rankin presents, therefore, a unique visual narrative capable of capturing the aesthetics and characteristics of an era.

### **Biographical information:**

Rankin co-founded the seminal magazine *Dazed & Confused* with Jefferson Hack in 1991, and has since published the likes of *AnOther* and *AnOther Man*, alongside over 40 books and the biannual fashion, culture and lifestyle print and digital platform, *Hunger*. His photography has been published everywhere from his own publications to *Elle*, *Vogue*, *Esquire*, *GQ*, *Rolling Stone*, and *Wonderland*, and exhibited in galleries around the world, including MoMA, New York, and the Victoria & Albert Museum, London. He lives in London with his wife Tuuli and their dogs

Milan, November 2019

**MIA Photo Fair 20 20**

The Mall - Porta Nuova, Milan

Piazza Lina Bo Bardi

**March 19–22, 2020**

**Inauguration by invitation: 3.00 pm, Wednesday March 18, 2020**

**Information:**

**MIA Photo Fair Organization Office**

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