

**MIA Fair 2020**

**THE GERMAN ARTIST NILS-UDO WINS THE BNL BNP PARIBAS GROUP AWARD**

**The work *Sequoia Piece* will become part of the BNL BNP Paribas Group Collection. It has been chosen by a jury of experts among the works of 15 finalists, virtually exhibited on the @bnl\_cultura Instagram channel.**

**BNL BNP Paribas Group has decided to award the prize, even though MIA Fair 2020 could not take place due to the Covid-19 emergency restrictions.**



Nils-Udo, *Sequoia Piece*, Vancouver 2012, Ilfochrome colour print on Di-bond, 128x128 cm, Ed. 1/5, Courtesy Photo&Contemporary, Torino/Milan

**With his work *Sequoia Piece* (2012), an image of an installation the artist created in the Van Dusen Botanical Garden in Vancouver, Nils-Udo (Laufnen, Germany, 1937) is the winner of the BNL BNP Paribas Group Award, which is awarded every year in Milan during MIA Fair, the international fair devoted to photography.**

**MIA Fair is one of the most eagerly awaited event for collectors and photography enthusiasts**, exhibiting a wide range of artists from established to emerging ones from all over the world. **Although the 10th edition of MIA Fair could not take place due to the health emergency BNL BNP Paribas Group, Main Sponsor of MIA Fair, wanted to reward the best artist and to promote the work of the 15 finalists by publishing them on the @bnl\_cultura Instagram account.**

The "virtual" exhibition gave art lovers the opportunity to discover and get to know the internationally recognized artist and their photographic works; a great opportunity for art enthusiasts, considering that Photography is one of the most representative expressive languages of the contemporary art system.

**The new event of MIA Fair is scheduled for spring 2021, at the new location SUOERSTUDIO MAXI in Milan.**

The reason that led the jury to award the **prize to Sequoia Piece by Nils-Udo, represented by Valerio Tazzetti's Photo&Contemporary gallery, was the attention** shown by the German artist **for the environmental impact control and the respect for the natural resources.**

The environmental issue is nowadays a global concern of our time, as well as a theme of great interest for **BNL BNP Paribas Group, in line with their #PositiveBanking strategy.** This issue derives from the ambition to generate a positive impact for a better future, with particular attention to the new generations.

**Sequoia Piece is the image of the installation created by Nils-Udo, where energy, strength and the immensity of sequoias coexist harmoniously with the delicacy,** elegance and the caducity of palm leaves, planted specifically around, above and below the imposing centuries-old trees. Nils-Udo is a well-known **representative of the Art in Nature movement.** He has focused his investigation on the inseparable bond between human condition, personal identity and the perfection of Nature, **creating installations that are sometimes immense, sometimes almost miniaturised.** He has developed works which will not remain the same forever. On the contrary, they will undergo the natural change of the biological cycle, letting nature intervene in his work.

With this Award, BNL BNP Paribas Group confirms its constant effort to enhance the development of contemporary art in Italy and, in particular, of photography for its ability to recognize and narrate the reality of our time, thus reinforcing to its role as an agent that is attentive to society and people. Furthermore, **BNL BNP Paribas Group is constantly engaged in spreading culture and knowledge as factors for stimulating individual and collective growth, with an inclusive approach and support for those with fewer opportunities.**

As a matter of fact, BNL has shown in recent decades a sincere effort in promoting contemporary artists and enhancing socio-cultural initiatives related to photographic art, also acquiring numerous works, especially of young emerging talents.

**The work of the winning artist will become part of the important BNL BNP Paribas Group Collection,** which has also been enriched over the past years by the works of the artists awarded in the previous editions.

Milan, November 2020

**MIA Fair 2021 - Tenth edition**

Milan, SUPERSTUDIO MAXI (via Moncucco 35)

**Spring 2021**

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