

MILAN | SUPERSTUDIO MAXI

28 APRIL | 1 MAY 2022

MIA FAIR 2022

XI edition



Larissa Ambachtsheer, Red Lemon, 2017, fine art print, Courtesy Project 2.0 / Gallery Den Haag

The Dutch artist Larissa Ambachtsheer signs the coordinating image for MIA Fair 2022

MIA Fair enters in the Fiere di Parma group

Main sponsor: BNL BNP Paribas

The spring of photography returns to Milan!

After the exceptional edition in autumn, **MIA Fair – Milan Image Art Fair**, the most prestigious Italian fair, completely dedicated to photographic images, comes back **from 28th April till 1st May 2022**.

It will once again be **SUPERSTUDIO MAXI in Milan** (via Moncucco 35), in zona Famagosta that hosts the XI edition and **97 exhibitors from Italy and abroad**, who will bring the best of the photography world to Milan.

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MIA Fair will therefore be a place to deepen and amplify the disciplinary fields that it aims to face, concentrating on research and the transversability of the artistic contemporary languages.

As of this edition, **MIA Fair is part of the Fiere di Parma group.**

“After several years of collaboration during which we were able to verify our elective affinities – says **Antonio Cellie, CEO of Fiere di Parma-**, we have welcomed with enthusiasm the availability of the Castelli family to become their shareholders to work together on the project of developing and improving MIA Fair’s international exposure. Already from 2023 we have planned several important appointments abroad which will strengthen the relationship between MIA Fair and its community of buyers and collectors”.

“It was very important to us – **highlight Fabio Castelli and Lorenza Castelli, the creators of MIA Fair** – that MIA Fair were to move back to its usual spring atmosphere. As a result, having only a few months available to work, we were able to organise a new edition of the fair which will propose, as has always happened in the previous years, many interesting novelties”.

“Let’s consider what we are about to inaugurate – continue Fabio Castelli and Lorenza Castelli – the zero edition of a new adventure which will see us unite our forces with Fiere di Parma with the aim of giving ulterior impulse to the photography market, and to attract the investments not only of collectors and international buyers, but also to stimulate the interest of the public that is passionate about art and, in particular, photography.

After Rankin, this year it’s the turn of the Dutch artist **Larissa Ambachtsheer** (1993) to sign the coordinating image of MIA Fair, with images from the series *You Choose, I seduce* (2017), in which she mimics human behaviour by creating scenes, to realise dead natures, questioning the role of colour in food and how it can be used as an instrument of manipulation.

The mosaic of MIA Fair is made up of numerous tiles. The most relevant, and the heart of the entire fair, is represented by the **Main section** which will house a panel of exhibitors, selected by Fabio Castelli, the director of MIA Fair, Gigliola Foschi and Enrica Viganò, advisors for MIA Fair. From the various sections, the confirmation of **Beyond Photography – Dialogue** is highlighted, curated by Domenico de Chirico, who has selected with the invited galleries consolidated and emerging artists, in a dialogue between photographic works understood and languages of contemporary art and other mediums such as sculpture, painting and installation.

MIA Fair can count on an affectionate group of sponsors.

For the eleventh consecutive year, **BNL BNP Paribas** is a partner of MIA Fair in the role of **Main Sponsor**, promoting the BNL BNP Paribas Prize, the event's most important award, assigned by a jury to artists who take part in the fair, exhibiting with their own galleries of reference. The award underlines the strong interest of BNL BNP Paribas in the development of culture and research of contemporary art in Italy.

The jury awarded ex aequo the works Isola by Simona Ghizzoni and Corpo ligneo by Antonio Biasucci.

Eberhard & Co., which has accompanied MIA Fair for 10 years, also confirms its support and proposes a new project for the disclosure of a part of the archive of Adriano Scoffone (1891-1980)

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containing around 40 000 plates and films created by the photographer from Piedmont, as well as the simultaneous digitization into a database that can be consulted online.

At MIA Fair the show ***Quei temerari delle strade bianche. Nuvolari, Varzi, Campari e altri eroi alla Cuneo - Colle della Maddalena*** will take place, curated by Giosuè Boetto Cohem, with the support of Eberhard & Co., which will, using a selection of 20 images, tell the story of the automotive challenge Cuneo-Colle della Maddalena, from 1925 and 1930, considered one of the most dangerous courses of the era due to its difficulty and length. A fundamental person in the photography and the exhibition is Tazio Nuvolari, one of the most famous names in motoring worldwide and to whom, for over 30 years now, Eberhard & Co. dedicates a special collection.

THE PRIZES

Since the first edition, MIA Fair has stood out thanks to the quality and the variety of the proposals and the prizes, born from the precious collaborations with various institutions and cultural partners.

Among these, the **New Post Photography Award** stands out, organised by MIA Fair, curated by Gigliola Foschi, which proposes to promote the most creative and innovative tendencies of the world of contemporary photography and to be a significant window, capable of registering and shining a light on current changes.

The jury, made up of Gigliola Foschi (curator of the Award and Advisor to MIA Fair), Sara Benaglia and Mauro Zanchi (teachers, curators of BACO – Base Arte Contemporanea Odierna di Bergamo), Matteo Bergamini (director responsible for exhibart, member of the curatorial team of the biennale of contemporary art in Milano “BienNoLo”), Steve Bisson (artistic director of Ragusa Foto Festival, teacher at the Paris College of Art), Franco Carlisi (director of the magazine “Gente di Fotografia”) and Claudio Composti (curator and artistic director of mc2 gallery), have selected Giorgia Bisanti, Mitikafe, Alessandro Cristofolotti, Daria Danilova, Francesca De Pieri, Massimiliano Gatti, Alessandro Laita / Chiaralice Rizzi, Marco Lanza, Nikola Lorenzin, Libera Mazzoleni, Sara Munari, Giangiacomo Rocco di Torrepadula, Alessandro Sambini, Filippo Tommasoli, Ulderico Tramacere, **whose works will be exhibited during MIA Fair**, in a dedicated space.

MIA Fair 2022 welcomes the **first edition of the IRINOX SAVE THE FOOD Award**, curated by Claudio Composti, open to projects of artists that have a relationship with the theme of food in all its forms.

From the many candidates, the finalists were selected by the jury made up of Katia Da Ros (entrepreneur and Vice President of Irinox S.p.A., Conegliano, TV), Carlo Sala (curator and art critic) and Enrico Stefanelli (Director of Photolux Festival, Lucca). The 3 finalists of the Award are: Margherita del Piano, Malena Mazza e Maurizio Montagna and 13 other artists, whose works will be exhibited at the Fair: Simone Barberis, Giulio Cassanelli, Arnaldo Dal Bosco, Alessia De Montis, Margherita Del Piano, Mario Ermoli, Silvia Gaffurini, Giacomo Giannini, Luca Gilli, Ziqian Liu, Rohn Meijer, Ryan Mendoza, Romana Zambon, Patrizia Zelano.

The jury has decreed that Malena Mazza, Margherita Del Piano and Maurizio Montagna, as winners of the Award, and the artwork *Convivio* by Malena Mazza, will become part of the Irinox collection, thanks to the acquisition prize.

The Award is supported by Irinox S.p.A., leader in the production of rapid blast chillers and conservation systems of high quality for the professional and domestic sector and of electric switchboards in inox steel.

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Sky Arte, media partner of MIA Fair, promotes the **Sky Arte Award** which will be assigned to one of the photographers present at the Fair, with a special transmitted on the themed channel completely dedicated to the artist's career and their artistic vision up for grabs.

The jury is made up of Fabio Castelli, creator of MIA Fair, Francesco Raganato, author and director, Daria Scolamacchia, photo editor and coordinator of the IED department of Rome, and Dino Vannini, Head of Documentary and Factual Channels of Sky.

Furthermore, Sky Arte now has a service on MIA Fair which will be diffused on the channels 120 and 400 of Sky and will be in streaming on NOW.

SPECIAL PROJECTS

In addition to the Main section and the awards, MIA Fair is completed by a series of **Special Projects**.

BDC - Bonanni Del Rio Catalog, cultural center of Parma (acronym of the couple of collectors from Parma Lucia Bonanni and Mauro Del Rio and 'C' of Catalog) promotes the first edition of **La Nuova Scelta Italiana**, which aims to enhance the work of three artists who have been selected as heirs of the great masters of Italian photography. The winning artists, in addition to a cash prize, will exhibit their works at MIA Fair 2022 and, in the fall, at BDC's headquarters in Parma.

Fiere di Parma has also established a fund of Euro 20,000 to be used for the purchase of works selected during the days of MIA Fair, by a committee composed of Fabio Castelli and representatives of CSAC - Centro Studi e Archivio della Comunicazione dell'Università di Parma, founded by Carlo Arturo Quintavalle, which will become part of the Fiere di Parma collection.

The **Olympic Foundation for Culture and Heritage** presents **Olympism Made Visible**, an international photography project to spread Olympic values through community-based development initiatives in areas such as humanitarian assistance, promotion of peace, health and well-being through sport.

For the occasion, the images of **Alex Majoli and Lorenzo Vitturi**, who have worked with organizations in Brazil and Cambodia that promote social development through sport, will be exhibited for the first time at a European photography fair.

Alex Majoli, one of the most recognized war photojournalists, proposes 28 shots collected during his visit to two organizations operating in the favelas of Rio de Janeiro, while Lorenzo Vitturi, visual artist, photographer and sculptor, exhibits twelve images inspired by his encounter with the skateboard school for kids from the poor suburbs of Phnom Penh in Cambodia.

The Project 2.0 Gallery in The Hague (Netherlands), with the project **Dutch Talent Pavillion**, under the patronage of the Consulate of the Kingdom of the Netherlands, has chosen the MIA Fair showcase to present 5 of the most original photographers of the new contemporary Dutch scene: **Sanja Marušić, Manon Hertog, David Hummelen, Lianne Hoogerwerf and Larissa Ambachtsheer**, who signed the image of the fair. The five authors propose as many visions of everyday life that develop into a narrative made up of interconnected images.

MIA Fair reinforces its collaboration with **Photo Independent**, the Los Angeles photography fair that probes the new generations of independent photographers, which, for the occasion, presents an immersive exhibition **by Jessie Chaney** (United States) and a group show with **Abdullah**
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Alrasheed (Saudi Arabia), **Torrie Groening** (Canada), **Sara Hadley** (United States), **Maureen J Haldeman** (United States) **Wilson Herlong** (United States) **Cathy Immordino** (United States), **Giancarlo Majocchi** (Italy), Erica Kelly Martin (United States), Tebani Slade (Australia), Gianluca Sodaro (Italy), Ye Wenlong (China) and **Forough Yavari** (Australia/Iran).

PROJECTS OF GALLERIES

MIA Fair reconfirms the presence of the **Beyond Photography - Dialogue** section, curated by Domenico de Chirico, who has invited 8 galleries to exhibit projects designed specifically for the fair, in a dialogue in which photography is put in relation to works of other media such as painting, sculpture, installation.

A.more proposes the photographs of **Aldo Salucci** and the works of **Giacomo Cossio**, in which nature is the protagonist.

ArtNoble gallery exhibits an unpublished series of photographs by **Alberto Selvestrel** in dialogue with the glass and ceramic sculptures by **Giovanni Chiamenti**, both characterized by the observation of nature.

BIANCHIZARDIN Contemporary Art offers a comparison between the satellite photography of **Max Serradifalco** and the evolution of **Alan Borguet's** artistic practice, which was first expressed through painting, to arrive then to sculptural works that, in a game of empty and full spaces, go beyond the material as to present a eulogy to the invisible forces that underlie the world. Through two different perspectives, the project revolves around a reflection on the dynamics and phenomena that intervene on the landscape of our planet earth, with a critical and aesthetic look at the same time.

Galerie Eva Meyer in Paris brings to Italy for the first time a project focused on vintage prints and **Man Ray's** rayographs.

The Swiss Galerie Palü proposes a dialogue between Under waves, one of Fabian Albertini's most recent series, consisting of monochromatic photographs with pictorial interventions that depict the majestic fury of the sea merging with the sky and Water Bags, the sculptures of American artist Dylan Martinez, in which the theme of water is present, but in this case enclosed and controlled in a trapped movement expressed in the form of ethereal glass sculptures.

Luigi Solito Galleria Contemporanea exhibits for the first time to the public the photographs of **Ryan Mendoza** in an ad hoc installation with a pictorial intervention of the artist. The whole project thus becomes an installation, through a narration that unites each image on the themes of food, hunger and eroticism. The project was carried out in the midst of the pandemic in a Michelin-starred restaurant closed due to restrictions. The images tell of a glamorous world that is no longer believable and the desire for a return to a more intimate life. Part of the work is a mirror with a ceramic frame, devoid of the reflective surface in which the viewer is faced with the absence of his own reflected image.

The Michela Rizzo Gallery presents the dialogue between **Francesco Jodice** and **Nanni Balestrini**, an important exponent of the neo-avant-garde, whose works are characterized by a high spirit of experimentation through collage and verbal language. The two-person project compares Francesco Jodice's reflection on the last empire of the West, which presents an archaeology of American history, proposing a view in which the natural landscape is intertwined with the cultural one. On this need to overcome the reality of the present is the visual poetry of Nanni Balestrini, with his research on the mechanisms of communication, which are processed, deconstructed and rethought.

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Manuel Zoia Gallery places 4 artists in dialogue on the complex relationship between human beings and the places they inhabit: **Dado Shapira** entrusts his vision to the book as a container of stories, **Barbara Nati** creates imaginative and dreamlike landscapes starting from verisimilar ones. **Mauro Moricone** also starts from reality to arrive at the imperceptible and the microscopic, while **Vittoria Mazzonis** creates ephemeral sculptures with organic elements, abstract and familiar compositions that express her search for a true identity that can bind the self to the places it crosses.

Giovanni Bonelli Gallery and **LIS10 Gallery** participate in MIA Fair for the first time and present a selection of works by **Lisette Castillo** (Cuba), **Mario Macilau** (Mozambique), **Laetitia Ky** (Ivory Coast) who represents her country in the national pavilion of the 59th Venice Biennale, **Gonçalo Mabunda** (Mozambique) who represented Mozambique at the 2019 Biennale.

A further reflection on the concept of image is presented by **Kromya Art Gallery** in Verona/Lugano, which offers a solo show with **Davide Maria Coltro's** multimedia works, based on the "average color" of the landscape, resulting from the mathematical average of all the chromatic elements within an image. The "average color" is the light that does not exist in nature, but becomes pure abstraction, symbolic color that characterizes skies with a visionary flavor.

Kromya Art Gallery will also present a special project by **Paolo Masi**, created specifically for MIA Fair and dedicated to the city of Milan.

New ad hoc projects for the **section MIDA MIA Milan Image Design Art** with works that put in dialogue photography and design works conceived by the **gallery Paola Colombari** (with Uli Weber, Tom Vack, Monica Silvia, Marilù Manzini, Paola Pinna, Alessandra Roveda, Alê Jordão and Andrea de Carvalho) by **BABS Art Gallery** (photography and jewelry by contemporary and historical artists such as Emilio Isgrò, Ugo Nespolo, Alfredo Rapetti Mogol, Riccardo Gusmaroli, Chiara Dynys, Anish Kapoor, Niki de Saint Phalle, Man Ray, César, Salvador Dalí, Pietro Consagra and others), from **robertaebasta** with a single show by Malena Mazza in conversation with design works by various authors, by **Atelier Relief** of Paris/Brussels with a selection of Italian and international artists whose three-dimensional works based on photographic images by authors such as Marilyn Clark, Filippo Chieli, Carlo D'Orta, Alessandra d'Urso, Irene De Rosen, Kenny Germé, Piero Mollica, Alain Richard and Nicholas Viviani will be presented for MIA Fair.

Among the dialogues between contemporary art languages, two projects of **IMAGO Art gallery** are worth mentioning: the double solo exhibition of **Tom Vack and Luigi Colani** (the latter on show at MIA Fair for the first time) and the group exhibition with works by **GLOC, Serena Maisto and Alessandro Malossi**.

Until September 19, 2022, in the spaces dedicated to art photography at the Bocconi University of Milan, MIA Fair proposes the exhibition **Ganga Ma** (Mother Gange), in collaboration with Podbielski Contemporary, which documents the ten-year journey along the sacred river that Italian photographer **Giulio Di Sturco** undertook, reporting on the effects of pollution, industrialization and climate change. The project accompanies the river for 2,500 miles, from its source in the Himalayas of India to its delta in the Bay of Bengal in Bangladesh, telling the story of how it finds itself suspended between humanitarian crisis and ecological disaster.

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L'Archivio Carlo Orsi presents itself at MIA Fair with an exhibit that retraces the career of the milanese photographer, across **30 images** drawn from his most famous cycles, from the most iconic ones dedicated to Milan in the 1970s to those of his travels around the world, from shots of people of culture such as Riccardo Muti and Ettore Sottsass, of sport – Michael Schumacher, Marco Simoncelli and others.

Another flower at the eyelet of MIA Fair is its **Cultural Programme** which, in the opening days of the event, will organise meetings, conferences, talks on a few of the most current themes in the field of art and of photography.

MIA Fair – Milan Image Art Fair, organised by **Fiere di Parma**, enjoys the patronage of the **Region of Lombardy**, of the **Metropolitan City of Milan**, of the **Comune of Milan**, and of the **Kingdom of the Netherlands**. Main sponsor **BNL BNP Paribas**. Sponsor **Eberhard & Co**.

Biography Larissa Ambachtsheer (1993)

She lives and works in L'Aia (Holland), she graduated in 2017 from the Royal Academy of Visual Arts of L'Aia.

Her work concentrates on themes connected to the human behaviour, such as knowledge, minimalist style of life and sustainability. She observes that which happens in everyday life and she transforms it into her reality. This translates into dead nature, creations of fashion and series of photographic images.

With these works, Larissa Ambachtsheer highlights the manipulatory mechanisms, social and automatic that often control the relationship between ourselves and our lives.

Milan, 7th April 2022

MIA Fair | Milan Image Art Fair 2022

SUPERSTUDIO MAXI

Milano, Via Moncucco 35 (MM Famagosta)

28th April – 1st May 2022

Inauguration by invitation: Wednesday 27th April 2022 from 17:00 till 22:00

Open to the public from Thursday 28th April till Sunday 1st May 2022

Tickets:

Full price: 16 euro

Reduced: 12 euro (students up to 21 years of age, over 65)

Reduced evening: 12 euro after 18:00

Affiliated entities: 10 euro

Affiliated universities: 10 euro

Free entry for disabled people and children up to 14 years of age

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