

MILANO | SUPERSTUDIO MAXI

THE SUCCESS OF MIA FAIR

15 000 VISITORS

A week of great numbers.

The XI edition of MIA Fair, the most prestigious Italian fair entirely dedicated to the photographic image, which was held at SUPERSTUDIO MAXI in Milan, from April 28 to May 1, 2022, closed with a remarkable public response.

In its five days of opening, MIA Fair was visited by 15,000 people, more than 20% more than last autumn special edition.

"We sensed a return to a pre-covid atmosphere," said **Fabio Castelli, creator of MIA Fair**, which produced important results in many galleries. We cannot, however, conceal the presence of a latent concern about the war situation and its possible consequences for the new world equilibrium".

The organizers have already identified spring 2023 as the period in which to hold the new edition of MIA Fair. Mia Fair's applications for the 2023 edition will open the 15th of September 2022 and will close the 18th of November 2022.

The public appreciated not only the varied offer of the 97 exhibitors, gathered in the Main section, but also the quality of the special projects, such as that of the Gallery Project 2. 0 Gallery in The Hague (The Netherlands) that, with **Dutch Talent Pavillion**, sponsored by the Consulate of the Kingdom of The Netherlands, presented five 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, or like the survey on the new generations of independent photographers offered by **Photo Independent**, the photography fair in Los Angeles.

Among the temporary exhibitions, great interest was aroused by **Quei temerari delle strade bianche. Nuvolari, Varzi, Campari and other heroes on the Cuneo - Colle della Maddalena**, curated by Giosuè Boetto Cohen, with the support of Eberhard & Co, which recounted, through a selection of 24 images, the automobile challenge Cuneo-Colle della Maddalena, between 1925 and 1930, considered for its difficulty and length as one of the most dangerous races of the time and which saw among its protagonists Tazio Nuvolari, and **Olympism Made Visible**, promoted by the Olympic Foundation for Culture and Heritage, an international photography project to disseminate Olympic values, which resulted in the photographic research of Alex Majoli and Lorenzo Vitturi who have worked in Brazil and Cambodia with organizations that promote social development through sport.

The awards were also very much appreciated, fruit of precious collaborations with various institutions and cultural partners, such as the **BNL BNP Paribas Award**, the most important of the event, organized by BNL BNP Paribas, partner of MIA Fair for eleven consecutive years in the role of Main Sponsor, **assigned ex aequo** to the works *Isola* (Island) by Simona Ghizzoni (MLB Maria Livia Brunelli Gallery in Ferrara) and *Corpo ligneo* (Wooden Body) by Antonio Biasiucci (Frediano Farsetti Art Gallery in Milan) that will enter into the bank's collection and the **Sky Arte Award**, at its first edition, awarded to Delphine Diallo (presented by Fisheye Gallery in Paris) and Ryan Mendoza (Luigi Solito Galleria Contemporanea in Naples).

"The success of the event - continues **Fabio Castelli** - could not have been such without the contribution of our sponsors, from the historic ones such as BNL BNP Paribas or Eberhard & Co. to the more recent ones, to whom I would like to extend my heartfelt thanks. In a near future, we would like to talk with more more public institutions, to share the strategic choices to make MIA Fair even more attractive and interesting to the public."

Among the operators, there was an atmosphere of great satisfaction, both for the organization of the exhibition spaces that gave the public the opportunity to admire and appreciate the works exhibited in the various stands, and for the commercial aspect.

In addition to the sales concluded at SUPERSTUDIO MAXI, there are many open negotiations to be finalized in the post-fair period. Among the results already achieved are those of **Atelier Relief of Brussels with sales of € 18,250** with works by Piero Mollica, Irène De Rosen, Corinne Dubreueuil, Filippo Chieli, Marilyn Clark, Kenny Germé, of **Paola Sosio Contemporary Art for €37. 000** with three works by Luca Gilli, an author always much appreciated by the public, five by the Chinese artist Ziqian Liu exclusively at the Milanese gallery, two photographs by Patrizia Mussa's Teatri Photopastel, two by Giacomo Giannini and one by Luciano Romano, taken from the project ExNovo, currently on display, until July 2022, at Pio Monte della Misericordia in Naples, as well as those of **Raffaella De Chirico Arte Contemporanea for €10. 000** with two large prints and some Polaroids by Matteo Procaccioli Della Valle and Borje Tobiasson, **or Expowall** with the sale for **€12,000** of 10 works of the project by Laura Pellerei, Project 2.0 Gallery for a total value of **€28,000** and **Federico Rui Arte Contemporanea** gallery with the photographs of **Nicolò Quirico** (€9,000).

BDC- Bonanni Del Rio Catalog (acronym of the couple of collectors Lucia Bonanni and Mauro Del Rio) in its first edition of "La Nuova Scelta Italiana" concluded the acquisition, from their respective galleries, of works for € 10.000 for each of the winning authors: Silvia Camporesi (Podbielski Contemporary Gallery), Luca Gilli (Paola Sosio Contemporary Art), Francesco Jodice (Galleria Michela Rizzo).

Fiere di Parma also set up a fund of €20,000 that was used to purchase works to become part of the Fiere di Parma collection, in collaboration with CSAC - Centro Studi e Archivio della Comunicazione dell'Università di Parma, founded by Carlo Arturo Quintavalle. The

commission composed of Cristina Casero, Fabio Castelli, Lucia Miodini and Francesca Zanella selected three works from the series Gstettn by **Regina Anzenberger** (fiVe Gallery in Vienna), Inside us by **Maddalena Barletta** (MADE4ART), Untitled by **Camilla Borghese** (Spazio Nuovo), 2 Polaroids by **Gianpiero Fanuli** (Riccardo Costantini Contemporary), Afric'hair by Laetitia Ky (LIS10 Gallery) and the portfolio dedicated to Aldo Rossi for "Terrazzo" by **Santi Caleca** (Antonia Jannone - Disegni di Architettura).

BNL BNP Paribas acquired for €11,000, Corpo ligneo by Antonio Biasiucci and the triptych Isola by Simona Ghizzoni, works that have become part of the bank's collection, which to date counts over 5,000 works.

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

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MIA Fair | Milan Image Art Fair

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