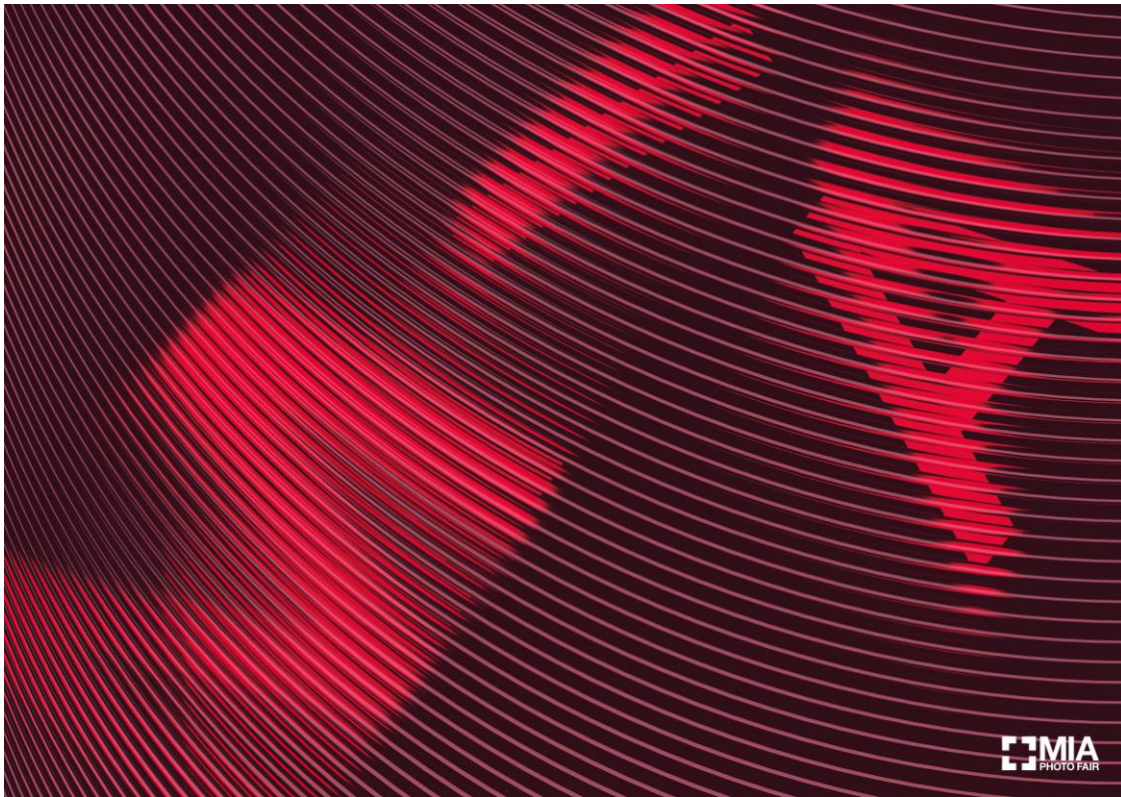


The alterations in perspective of MIA Photo Fair 2024



In its 13th edition, the international photography art fair in Italy chooses a graphic concept to talk about the theme of change.

(Milan, 21 September) - We look, we photograph, we understand, we create through filters. They are our measure of things. At the same time, filters modify perspectives, distort reality, generate new visions.

"Alterations in Perspective" is the title of the iconic image of the 13th edition of MIA Photo Fair (April 11-14 in the Allianz MiCo spaces), which in 2024 chooses to convey the themes of the fair not with a photograph but through a graphic concept, the result of overlaying frosted filters in a 3D camera, from which digital photographs were obtained that alter the word MIA.

A "visual metaphor" to represent our approach to change, to how we observe, perceive, distort, and recreate the image we have of the world, but also a kind of 'ripple' that spreads out, so that this change may reach everyone and becomes contagious, like the passion that has driven it. The project, created by Alessandro Prepi Sot and Dario Pianesi of Hapto Studio in Milan, captures the theme of "Changing" - chosen by the new Artistic Director of MIA, Francesca Malgara - which is expressed through different points of view, creating a variety of interpretations and images. A visual identity that plays with shapes and filters, with changes in perspective, evoking the artistic experiences of the avant-garde of the 1970s and representing the central theme of the new edition of MIA Photo Fair.

The idea is to explore the common thread through sections, talks, and insights: not just an individual shot to represent a logic or a strategy but rather a scratch in magenta - as it turns out the colour of the year - which graphically and visually serves to outline a bridge to the new edition. It's as if the extent of change expanded with the spread of the image.

In response to the collapse of the myth of the objectivity of the photographic medium, we probably need new modes of interpretation and research. New glimpses that, faced with the speed of



change, are capable of capturing detailed plots and perspectives. This is another reason behind the choice of a graphic symbol rather than a photograph: a kind of semiotics in the search for new photographic frontiers and for a symbol so iconic that it becomes familiar.

As photographer Neil Leifer said, "*Photography does not show reality, but the idea one has of it*": this is the starting point of our journey towards MIA PHOTO FAIR, an experience that will hold many surprises. After all... *A 24x36 mm frame is too large to contain a single story*, as Alex Webb said.

Information:

MIA Photo Fair - Fiere di Parma Event Office

Tel: +39 334.6441440 | +39 335.1825116

info@miafair.it - www.miafair.it

MIA Photo Fair Press Office | Mirandola Comunicazione

Antonella Maia

cell 349.4757783

antonella.maia@mirandola.net

www.mirandola.net