



in collaboration with

# IRINOX

## A MIA Photo Fair 2024 the 3rd edition of the award IRINOX SAVE THE FOOD

*The competition is open to projects by artists of visual works - including videos - that are linked with the theme food and food waste in all its forms*

*The fifteen finalist artists will exhibit their works for free at the MIA Photo Fair and in Parma during Cibus Off. One of them will be selected for the third edition of the Salento Yeast photography festival in September.*

*Applications must be sent to [premiomiairinox@gmail.com](mailto:premiomiairinox@gmail.com) no later than 25 February 2024*

*To download the call for participation click [here](#)*

(Milan, 4th December 2023) *"The kitchen reveals itself for what it is and has always been: the place par excellence of exchange and contamination".*

These words are taken from the book "La cucina italiana. Storia di una cultura" ("*Italian cuisine. History of a culture*") by **Massimo Montanari** - one of the leading specialists in the history of food at an international level - remind us that food is not only a primary need. It has to do with tradition, innovation and culture, or with that daily practice of closeness, trust and participation. It is the ultimate expression of human relationships but also a symbol of identity, especially in Italy where every region has its very own culinary tradition.

From cinema to theatre, literature and art, the theme of food has always interested artists who have described every side of it, interpreting its meaning that today, more than ever, is a social and economic issue.

Concepts that reflect the spirit of the **IRINOX SAVE THE FOOD award**, hosted once again by **MIA Photo Fair**, the most well-established international fair dedicated to photography in Italy, which will take place for the first time at the Allianz MiCo spaces, in Milan, **from 11 to 14 April 2024**.

Now in its third edition, the award, curated by **Claudio Composti**, independent curator, founder and Art Director of mc2gallery, is open to any artist - regardless of age or nationality - who has developed photographic projects, focusing on food interpreted in all its forms with particular attention to the issue of food waste.

The exhibition will also stop in Parma - in a city headquarters yet to be defined - as part of CIBUS off, the Fuori Salone di CIBUS, the most important event in Italy dedicated to agri-food. This second exhibition of the works will last two months, from 6 May to 6 July 2024 (dates to be confirmed).

**Thanks to the collaboration between MIA Photo Fair and Yeast Photo Festival**, the work of one of the 15 finalists of the IRINOX SAVE THE FOOD award will be chosen by the Artistic Director Edda Fahrenhorst to be further exhibited at the third edition of the Salento photography festival, which will be held from September 2024. The festival aims to promote the link between photography, food and the visual arts, rethinking the relationship between man and the environment for a reflection on nutrition and identity, tradition and environmental impact, lifestyles and climate change.

With the support of **Irinox S.p.A** - a leading company in Treviso in the production of rapid temperature blast chillers and high quality storage systems for the food sector and always attentive to environmental sustainability issues and active in raising awareness on the issue of food waste - IRINOX SAVE THE FOOD will reward those artists who, through their visual works - in any form, including video - will be able to better capture the social, economic and ecological facets related to food.

All those who intend to participate in the competition must submit their application to the [email](mailto:premiomaiirinox@gmail.com) [premiomaiirinox@gmail.com](mailto:premiomaiirinox@gmail.com) no later than 25 February 2024.

From that date, a specialized jury will select, **by 10th March 2024**, up to 15 artistic proposals, which will be exhibited free of charge in the space dedicated to the award during MIA Photo Fair 2024. This committee will be composed of **Katia Da Ros** - entrepreneur and Vice President of Irinox S.p.A. - **Edda Fahrenhorst** - Artistic Director of Yeast Photo Festival and »Horizons zingst« Environmental Photo Festival (Germany) - and **Claudio Composti**.

The same jury will also choose the winner of the **IRINOX SAVE THE FOOD Purchase Award** worth €3,000 gross, with the aim of implementing and enriching the Irinox's corporate collection. The selection of the work will take place at MIA Photo Fair after viewing the works on display.

To download the call for participation click [here](#)

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**Organised by Fiere di Parma**

**MIA Photo Fair**

Milano ALLIANZ MiCo (via Gattamelata13 - MM Portello)

11-14 April 2024

Inauguration by invitation 10 April

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**Information:**

MIA Photo Fair Organisational Secretariat of Parma

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