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**miart 2023  
14 – 16 April 2023  
Allianz\_MiCo  
Milan**

### **PRESS KIT SUMMARY**

- **press release**
- **galleries and sections**
- **prizes, acquisition fund and commissions**
- ***crescendo***
- **Fondazione Fiera Milano Acquisition Fund**
- **partners and sponsors:**
  - LCA**
  - Herno**
  - Ruinart**
  - Covivio**
  - Svizzera Turismo**
  - Rotary**

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## Press Office

**miart 2023**  
**14 - 16 April 2023**  
**Allianz\_MiCo**  
**Milan**

### **miart 2023: *crescendo***

**From 14 to 16 April 2023 miart, Milan's international modern and contemporary art fair, returns.**

**With 169 galleries from 27 Countries, the 27th edition of the fair - directed for the third year by Nicola Ricciardi - strengthens the international representation and at the same time consolidates the link with the main Italian companies.**

***Crescendo* is the watchword of the edition, underlining the development seen over the previous two years and the desire to continue on an upward trajectory beyond 2023.**

*Milan, 18 January 2023* – **From 14 to 16 April 2023** (VIP preview on 13 April) **miart** the **international modern and contemporary art fair in Milan**, organised by **Fiera Milano** and directed for the third year by **Nicola Ricciardi**, returns.

**With 169 participating galleries (a double digit increase compared to 2022 edition) from 27 countries around the world**, with works by modern masters, established and emerging contemporary artists alike, the **27th edition** of the Milan fair reaffirms its role as an essential appointment for the Italian and international public and collectors.

At miart 2023, there will be a return to the lively internationality that had characterised the editions of the fair until 2019, by virtue of the fact that almost **40% of the exhibitors are based abroad**.

In addition to the number of galleries, the quality of the projects is also growing significantly due to a combination of encouraging returns and important *new entries*. These include, to name but a few: **1 Mira Madrid** (Madrid), **ChertLüdde** (Berlino), **Ciaccia Levi** (Paris, Milan), **C L E A R I N G** (Bruxelles, New York, Los Angeles), **Corvi-Mora** (London), **Crèvecœur** (Paris), **Dvir Gallery** (Tel Aviv, Bruxelles, Paris), **Ehrhardt Flòrez** (Madrid), **Peter Kilchmann** (Zurich, Paris), **KLEMM'S** (Berlin), **Kendal Koppe** (Glasgow), **Andrew Kreps Gallery** (New York), **Galerie Lelong & Co.** (Paris, New York), **Madrageo** (Lisbon), **Mai 36 Galerie** (Zurich), **Meyer Riegger** (Berlin, Karlsruhe, Basel), **Nino Mier Gallery** (Los Angeles, Bruxelles, New York, Marfa), **MISAKO&ROSEN** (Tokyo), **Perrotin** (Paris, New York, Hong Kong, Seoul, Tokyo, Shanghai, Dubai), **Michel Rein** (Paris, Bruxelles), **Repetto Gallery** (London, Lugano),

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**Richard Saltoun Gallery** (London, Rome), **Chris Sharp Gallery** (Los Angeles), **Esther Schipper** (Berlin, Paris, Seoul), **Eduard Simoens Gallery** (Knokke), **Gian Enzo Sperone** (Sent), **Galerie Gregor Staiger** (Zurich, Milan), **Tim Van Laere Gallery** (Anversa), **Galerie Hubert Winter** (Wien), **Galerie Fons Welters** (Amsterdam), **Galerie Jocelyn Wolff** (Romainville).

Also significant is the growth in terms of the geographical scope of the galleries involved, which come from four continents and from cities as far apart, such as São Paulo for **HOA Galeria** and Shanghai for **Capsule Shanghai**, Seoul for **Foundry Seoul** and Accra (Ghana) for **Gallery 1957**.

At the same time, the care and attention for the indispensable Italian context is confirmed by the presence at the fair of some of the most dynamic galleries from our country. These include, to name but a few: **Alfonso Artiaco** (Naples), **Galleria Tommaso Calabro** (Milan), **Cardi Gallery** (Milan, London), **Galleria Continua** (San Gimignano, Pechino, Les Moulins, L'Avana, Rome, San Paolo, Paris, Dubai), **Raffaella Cortese** (Milan), **Monica De Cardenas** (Milan, Zuoz, Lugano), **Galleria dello Scudo** (Verona), **Studio Gariboldi** (Milan), **Galleria d'Arte Maggiore g.a.m.** (Bologna, Milan, Paris), **kaufmann repetto** (Milan, New York), **Magazzino** (Rome), **Gió Marconi** (Milan), **Mazzoleni** (London, Torino), **FRANCESCA MININI** (Milano), **Galleria Massimo Minini** (Brescia), **Montrasio Arte** (Milan, Monza), **Galleria Franco Noero** (Turin), **P420** (Bologna), **LIA RUMMA** (Milan, Naples), **Tornabuoni Arte** (Florence, Milan, Forte dei Marmi, Crans Montana, Paris), **Vistamare** (Pescara, Milan), e **ZERO...** (Milan).

For miart 2023, the distribution of spaces in **three sections** returns: to highlight the research of the most recent generations of gallery owners and artists, this year's visit to the fair opens with **Emergent**, the section curated by **Attilia Fattori Franchini** and dedicated to **26** young galleries; it then continues with **Established**, the main section that hosts **133** galleries exhibiting works of the most contemporary kind together with those dedicated to 20th century art, not forgetting those active in the field of collectors' and artists' *design*. The tour is completed by **Decades**, the section curated by **Alberto Salvadori** that explores the history of the last century through **10** monographic projects from the 1910s to the 2010s.

Thus, after the "dismantling of silence" in 2021 and the "first movement" of a new score the following year, in 2023 Miart continues by ploughing through musical metaphors and building **the imagery of the new edition** around the word **Crescendo**.

In technical language, the expression refers to a musical dynamic indication that involves the gradual increase of sound intensity. In relation to the fair, however,

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this term signifies **the growth in participation and audience seen in the previous two editions and the desire to continue this upward trajectory beyond 2023**. And *Crescendo* also alludes to the protection and development of biodiversity, the care of the environment and its resources with reference to miart's role in the **Gallery Climate Coalition** Italy and its ever-growing commitment to more sustainable practices with a lower environmental impact.

Three interpretations of *Crescendo* therefore, - in relation to sound, **art & sound**, to people, **art & bodies**, to the care of the ecosystem, **art & earth** – which will be the narrative expedient to narrate, between now and the fair, the works of some of the artists that you will be able to meet in April among the stands of miart 2023. A small anticipation of this twenty-seventh edition to make curiosity, the pleasure of discovery and sharing grow in tandem.

Like every year, miart will be supported by the initiatives of **Milan Art Week** (April 11 – 16), the widespread event coordinated by culture department of the municipality of Milan which connects the main public institutions and foundations of the city that deal with art modern and contemporary, with a dedicated program of exhibitions and activities.

On the occasion of the Milan Art week there are some important openings such as: **Candice Lin | Premio Fondazione Arnaldo Pomodoro** at GAM; **Ann Veronica Janssens** at Pirelli HangarBicocca; the project **How you dare** at Fabbrica del Vapore; the project **Forum 900** at Museo del Novecento, which will host contemporary artworks on the ground floor becoming a place for dialogues, discussions and presentations; two exhibitions dedicated to **Danilo Sciorilli** and **Aldo Spoldi**, at Fondazione Stelline; the exhibition about **Dara Birnbaum** at Osservatorio Fondazione Prada and the artist **Nathlie Provosty** at Fondazione ICA. Guided tours, special projects and extraordinary opening hours in several exhibition spaces, from PAC to Castello Sforzesco, from Palazzo Reale to Museum of Science and Technology until Triennale Milano, as well as in the venues of exhibitions already scheduled. As in the previous editions, there will be no shortage of initiatives dedicated to public art, including the inauguration of new works of ArtLine, the site-specific contemporary art path through the Citylife park.

The relation with Milan will be reinforced by a new and significant collaboration with **Triennale Milano** which during miart will be protagonist with the sixth edition of *FOG Triennale Milano Performing Arts* and will become miart's home in the city hosting a series of live meetings to dialogue and create new energy and thoughts about a wider idea of art (**miart Live at Triennale Milano**).

The collaboration with **Gruppo Intesa Sanpaolo**, which supports miart as **main partner**, continues: Internationality, excellence and attention to the cultural development of the territory are the values that bind **miart** to the banking group,

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with the aim of consolidating Milan's centrality on the national and international scene and offering the city a further driver of growth and economic, cultural and civil development.

As usual, the Bank will contribute to the 2023 edition by also bringing its own original content. Intesa Sanpaolo Private Banking will present the Art Advisory activity and related artistic heritage management services by welcoming guests to the Fair, in the VIP Lounge, where an exhibition dedicated to young emerging artists will be set up as part of the Intesa Sanpaolo Culture Project.

The **Fondazione Fiera Milano Acquisition Fund**, founded in 2012, is confirmed for the 27th edition of **miart**. Worth **100,000 euros**, it is intended for works of art that will implement the **Fondazione Fiera Milano collection**, currently housed in the Palazzina degli Orafi, the Foundation's headquarters, and which currently consists of **over 100 works** representing different artistic languages. **Enrico Pazzali**, Chairman of Fondazione Fiera Milano, will be assisted in the selection of acquisitions by a high-profile international jury chaired by **Diana Bracco** (Executive Committee, Fondazione Fiera Milano, Milan).

Also confirmed are: the **Herno Prize**, now in its **eighth edition**, which awards a prize of **10,000 euros** to the *stand* with the best exhibition project; the **LCA Prize for Emergent**, worth **4,000 euros**, born in 2015 from the collaboration with **LCA Studio Legale and** destined for the **gallery** with the best presentation within the *Emergent* section; the **Covivio Award**, dedicated to the *Emergent* section and which will select an artist to commission a *site-specific* work with an investment of up to **20,000 euros**.

After a year off, for its thirteenth edition, the **Rotary Club Milano Brera Award for Contemporary Art and Young Artists** returns, established in 2009 as the first recognition in the context of **miart**, provides for the acquisition of a work by an emerging or mid-career artist to be donated to the Museo del Novecento in Milan.

To these awards will be added other prizes and commissions, including the first edition of the **Henraux Foundation Sculpture Commission** which provides for the commission of a marble work to be exhibited for a year at the Museo del Novecento in Milan.

To underline the renewed internationality of **miart 2023** also the prestigious list of directors and curators of high-profile museums who, coming from all over the world, will have the task of identifying the winning works and artists of these awards and commissions. Among them: **Fernanda Brenner** (Artistic Director, Pivô, São Paulo); **Nicholas Cullinan** (Director, National Portrait Gallery, Londra); **Sébastien Delot**, (Director, LaM – Lille Métropole Musée d'art

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moderne, d'art contemporain et d'art brut); **Yilmaz Dziewior** (Director, Museum Ludwig, Colonia); **Massimiliano Gioni** (Artistic director, New Museum, New York e Artistic Director, Fondazione Nicola Trussardi, Milan); **Radine Leonie** (Curator, Museion, Bolzano); **Laura McLean-Ferris** (Curator-at-Large, Swiss Institute, New York); **Catherine Nichols** (Creative mediator, Manifesta 14, Pristina e curator, Hamburger Bahnhof – Nationalgalerie der Gegenwart, Staatliche Museen zu Berlin); **Ralph Rugoff** (Director Hayward Gallery at Southbank Centre, London); **Dirk Snauwaert**, (Director, WIELS, Bruxelles); **Bettina Steinbrügge** (General director, Mudam Luxembourg).

The *partnership* with **Maison Ruinart** is also renewed for 2023, confirming its commitment to the world of art by presenting an unprecedented art project in the Ruinart **VIP Lounge** for this edition with the presence of the artist Carte Blanche 2023.

**Switzerland Tourism** also confirms its presence, which at the event will present an innovative *concept* to be unveiled in the coming months that will reflect the many souls of the Swiss territory.

With the 2023 edition, **miart thus continues on its growth path**, combining the **solidity of market aspects** with an aptitude for **research**, and expanding its format into a **platform for observing society and its changes**.

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**miart 2022**

## GALLERIES AND SECTIONS

### Established

132 modern and contemporary art galleries.

**1 Mira Madrid**, Madrid | **193 Gallery**, Paris | **Gallery 1957**, Accra - London | **A arte Invernizzi**, Milan | **Galleria Giampaolo Abbondio**, Todì | **ABC-ARTE**, Genoa - Milan | **APALAZZOGALLERY**, Brescia | **Artemisia Fine Art**, Dogana | **Alfonso Artiaco**, Naples | **ENRICO ASTUNI**, Bologna | **Galleria Umberto Benappi**, Turin | **Bendana|Pinel Art Contemporain**, Paris | **Bernini Gallery**, Misinto | **Galleria Alessandra Bonomo**, Rome | **Bottegantica**, Milan - Bologna | **Thomas Brambilla**, Bergamo | **C L E A R I N G**, New York - Brussels - Los Angeles | **C+N Gallery**, Milan - Genoa | **Ca' di Fra'**, Milan | **Cadogan Gallery**, London - Milan | **Galleria Tommaso Calabro**, Milan | **Capsule Shanghai**, Shanghai | **Cardelli & Fontana artecontemporanea**, Sarzana | **Cardi Gallery**, Milan - London | **ChertLüdde**, Berlin | **Ciaccia Levi**, Paris - Milan | **Galleria Clivio**, Parma - Milan | **Galleria d'Arte Contini**, Venice - Cortina d'Ampezzo - Mestre | **Galleria Continua**, San Gimignano - Beijing - Les Moulins - Habana - Rome - São Paulo - Paris - Dubai | **Copetti Antiquari**, Udine | **Raffaella Cortese**, Milan | **Cortesi Gallery**, Lugano - Milan | **Corvi-Mora**, London | **Crèvecoeur**, Paris | **Galleria de' Bonis**, Reggio Emilia | **Monica De Cardenas**, Milan - Zuoz - Lugano | **Galleria Luisa Delle Piane**, Milan | **Dep Art Gallery**, Milan - Ceglie Messapica | **Galleria Umberto Di Marino**, Naples | **Dvir Gallery**, Tel Aviv - Brussels - Paris | **Eclectica Contemporary**, Cape Town | **Ehrhardt Flórez**, Madrid | **Eidos Immagini Contemporanee**, Asti | **ERA GALLERY**, Milan | **Eredi Marelli**, Cantù | **ERMES ERMES**, Rome | **Ex Elettrofonica**, Rome | **Renata Fabbri**, Milan | **Galleria d'arte Frediano Farsetti**, Milan | **Frittelli arte contemporanea**, Florence | **Galleria Fumagalli**, Milan | **FuoriCampo**, Siena | **Gaep**, Bucharest | **Gandy Gallery**, Bratislava | **Studio Gariboldi**, Milan | **Huxley-Parlour**, London | **kaufmann repetto**, Milan - New York | **Galerie Peter Kilchmann**, Zurich - Paris | **KLEMM'S**, Berlin | **Kendall Koppe**, Glasgow | **Andrew Kreps Gallery**, New York | **Gilda Lavia**, Rome | **LC Queisser**, Tbilisi | **Galerie Lelong & Co.**, Paris - New York | **LOOM**, Milan | **M+B**, Los Angeles | **MAAB Gallery**, Milan - Padova | **Madrageo**, Lisbon | **Magazzino**, Rome | **Galleria d'Arte Maggiore g.a.m.**, Bologna - Milan - Paris | **Mai 36 Galerie**, Zurich | **Gió Marconi**, Milan | **MARCOROSSI artecontemporanea**, Milan - Pietrasanta - Turin - Verona | **Primo Marella Gallery**, Milan - Lugano | **Mazzoleni**, London - Turin | **Galerie Eva Meyer**, Paris | **Meyer Riegger**, Berlin - Karlsruhe - Basel | **Nino Mier Gallery**, Los Angeles - Brussels - New York - Marfa | **FRANCESCA MININI**, Milan | **Galleria Massimo Minini**, Brescia | **MISAKO&ROSEN**, Tokyo | **ML Fine Art**, Milan | **Montrasio Arte**, Milan - Monza | **Ncontemporary**, London - Milan | **Galleria Open Art**, Prato | **OSART GALLERY**, Milan | **P420**, Bologna | **Alberta Pane**, Paris - Venice | **Francesco Pantaleone**, Palermo - Milan | **Nicola Pedana**, Caserta | **PEOLA SIMONDI**, Turin | **Perrotin**, Paris - New York - Hong Kong - Seoul - Tokyo - Shanghai - Dubai | **Pinksummer**, Genoa | **Galleria Poggiali**, Florence - Milan - Pietrasanta | **Il Ponte**, Florence | **PROMETEO GALLERY Ida Pisani**, Milan - Lucca | **QG Gallery**, Knokke | **Erica Ravenna**, Rome | **Michel Rein**, Paris - Brussels | **Repetto Gallery**, London -

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Lugano | **RIBOT**, Milan | **LIA RUMMA**, Milan - Naples | **Galleria F. Russo**, Rome | **Richard Saltoun Gallery**, London - Rome | **Federica Schiavo Gallery**, Milan | **Esther Schipper**, Berlin - Paris - Seoul | **Mimmo Scognamiglio Artecontemporanea**, Milan | **Chris Sharp Gallery**, Los Angeles | **Edouard Simoens Gallery**, Knokke | **Smac gallery**, Cape Town - Johannesburg - Stellenbosch | **Galleria Spazia**, Bologna | **SpazioA**, Pistoia | **GIAN ENZO SPERONE**, Sent | **Galerie Gregor Staiger**, Zurich - Milan | **Stems Gallery**, Brussels - Paris | **Studio D'Arte Campaiola**, Rome | **GALLERIA STUDIO G7**, Bologna | **Studio Guastalla Arte Moderna e Contemporanea**, Milan | **Studio SALES di Norberto Ruggeri**, Rome | **Galleria Tonelli**, Milan - Porto Cervo | **Tornabuoni Arte**, Florence - Milan - Forte dei Marmi - Crans Montana - Paris | **Gallery Sofie Van de Velde**, Antwerp | **Tim Van Laere Gallery**, Antwerp | **Galleria Antonio Verolino**, Modena | **Galleria Paola Verrengia**, Salerno | **Galleria Carlo Virgilio & C.**, Rome | **Vistamare**, Pescara - Milan | **Galerie Fons Welters**, Amsterdam | **WHATIFTHEWORLD**, Cape Town | **Galerie Hubert Winter**, Vienna | **WIZARD**, Milan | **z2o Sara Zanin**, Rome | **Zero...**, Milan

**Decades**

10 galleries explore the history of the 20th century, divided by decades. Curated by **Alberto Salvadori**.

1910 - Oscar Ghiglia, Llewelyn Lloyd and Moses Levy, **Società di Belle Arti**, Viareggio - Milan - Cortina d'Ampezzo  
1920 - Giò Ponti and Richard Ginori, **ED Gallery**, Piacenza  
1930 - Regina Cassolo Bracchi, **Studio Dabbeni**, Lugano  
1940 - Sculptures for Italian monuments, **Galleria Gomiero**, Montegrotto Terme  
1950 - Charlotte Perriand, **M77**, Milan  
1960 - Jaques Villeglé, **DELLUPI ARTE**, Milan  
1970 - Ugo Mulas, **LIA RUMMA**, Milan - Naples  
1980 - Carla Accardi and Pietro Consagra, **Galleria dello Scudo**, Verona  
1990 - Harald Klingenholler, **Galerie Jocelyn Wolff**, Romainville  
2000 - Jim Lambie, **Galleria Franco Noero**, Turin

**Emergent**

26 emerging galleries dedicated to the support of the most recent generations of artists. Curated by **Attilia Fattori Franchini**.

**A.ROMY**, Zurich | **ArtNoble Gallery**, Milan | **Balcony Gallery**, Lisbon | **Baleno International**, Rome | **Bel Ami**, Los Angeles | **Sébastien Bertrand**, Geneva | **Gian Marco Casini Gallery**, Livorno | **City Galerie**, Vienna | **eastcontemporary**, Milan | **Efremidis**, Berlin | **Fanta-MLN**, Milan | **Darren Flook**, London | **FOUNDRY SEOUL**, Seoul | **FELIX GAUDLITZ**, Vienna | **Ginny on Frederick**, London | **HOA Galeria**, São Paulo | **le vite**, Milan | **Olympia**, New York | **sans titre**, Paris | **Shore**, Vienna | **Martina Simeti**, Milan | **South Parade**, London | **UMA LULIK**, Lisbon | **UNA**, Piacenza | **von ammon co**, Washington DC | **zaza'**, Milan

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## GALLERIES' LIST

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**FIERA MILANO**

# miart

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## Ufficio stampa / Press office

**miart 2023**

## PRIZES, ACQUISITION FUND AND COMMISSIONS

Thanks to the generous support and collaboration of miart's Partners, a series of awards aimed at supporting the commitment and vision of the galleries and artists participating in the art fair has been developed. Each of these awards is the result of long-term collaborations and underlines how active each of miart's partners is in supporting art and culture.

### **Fondazione Fiera Milano Acquisition Fund**

Acquisition fund for artworks to enhance the collection of Fiera Milano Foundation with a budget of Euro 100.000. The collection is currently housed at the Palazzina degli Orafi, the Fondazione headquarters, and it comprises over 100 works representing different artistic languages.

#### **Jury:**

- > **Ralph Rugoff**, Director, Hayward Gallery at Southbank Centre, London
- > **Dirk Snauwaert**, Director, WIELS, Bruxelles
- > **Bettina Steinbrügge**, General Director, Mudam Luxembourg

### **Herno Prize**

Conceived as a partnership between miart and Herno, the prize of Euro 10.000 is now in its seventh edition and will be assigned to the booth with the best exhibition project.

#### **Jury:**

- > **Nicholas Cullinan**, Director, National Portrait Gallery, Londra
- > **Sébastien Delot**, Director, LaM - Lille Métropole Musée d'art moderne, d'art contemporain et d'art brut
- > **Yilmaz Dziewior**, Director, Museum Ludwig, Cologne

### **LCA Prize for Emergent**

Conceived as a partnership between miart and LCA Studio Legale, the prize of Euro 4.000 was established in 2015 and will be assigned to the best presentation within the section Emergent.

#### **Jury:**

- > **Fernanda Brenner**, Artistic Director, Pivô, São Paulo
- > **Radine Leonie**, Curator, Museion, Bolzano
- > **Laura McLean-Ferris**, Curator-at-Large, Swiss Institute, New York

### **Covivio Award**

The second edition of Covivio Award is dedicated to the fair's Emergent section and will select an artist to commission a site-specific work to with an investment of up to €20,000.

### **Rotary Club Milano Brera Award for Contemporary Art and Young Artists**

Established in 2009 as first prize in miart, it achieves its 13th edition and consist in the acquisition of an artwork on an emergent or mid-career artist. The artwork will be donated to Museo del Novecento in Milan.

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**Jury:**

- > **Laura Cherubini**, Curator, contemporary art lecturer Accademia di Belle arti di Brera, Milan
- > **Christian Marinotti**, Editor, art history academic at Politecnico di Milano and founder of the prize
- > **Paola Ugolini**, Art Critic and Curator, Rome

**Henraux Foundation Sculpture Commission**

First edition of the **Henraux Foundation Sculpture Commission** which provides for the commission of a marble work to be exhibited for a year at the Museo del Novecento in Milan.

**Jury:**

- > **Edoardo Bonaspetti**, Artistic Director, Fondazione Henraux
- > **Massimiliano Gioni**, artistic director, New Museum, New York e artistic director, Fondazione Nicola Trussardi, Milan
- > **Gianfranco Maraniello**, Director, Area Museums of Modern and Contemporary Art, City o Milan
- > **Catherine Nichols**, Creative Mediator, Manifesta 14, Pristina e curator, Hamburger Bahnhof - Nationalgalerie der Gegenwart, Staatliche Museen zu Berlin

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**miart 2023**

### **crescendo**

## **The visual campaign accompanying miart 2023 until it opens to the public on the 14th of April 2023**

**crescendo**: this is the title of the **visual campaign** for **miart 2023**, the **twenty-sixth edition of Milan's modern and contemporary art fair** organised by **Fiera Milano** and directed by **Nicola Ricciardi** for a second time, which is taking place **from the 14th to 16th of April 2023**.

For the second year in a row, the visual identity was entrusted to **Cabinet Milano**, a multidisciplinary studio founded by **Rossana Passalacqua** and **Francesco Valtolina**, who chose to collaborate with **Philippine Chaumont** and **Agathe Zaerpour** for the photography campaign.

*"The photography, consistently with the last edition, coexists with the corporate identity, which in turn embraces and interprets the concept of the edition." - The **Cabinet** creatives explain. - "The logo, repeated and multiplied according to modules that remind of music beat, thus seems to participate, together with photography, to a symphony of voices and actions, creating a new chapter in the story that began with the first movement's campaign in 2022. Deeply affected by the individual covid experience, after the first attempts to reboot their bodies, a new collectivity walks noisily and respectfully of each one's individuality, uncertain of the future but aware of its group strength."*

The main image is a series of eleven women who embody, each in their own personal way, a form of rebellious femininity. The women portrayed are not professional models, but ordinary people, selected because they break the patterns associated with female stereotypes. Each *silhouette* was defined to create fictional characters, a symbolic representation of the idea of the women of the future according to the photographers. The protagonists of the campaign wonder about the perception of the body in the public space, clothes in relation to the body and, more generally, the implicit and implied impositions hidden in these topics. Given the trendiness of the issues, we wanted to give space through the silent medium of photography to the voice of these women, representing them as they walk, sing, whistle, shout, show off and make themselves visible. Therefore, the parade in its action of revitalising the urban space through billposting, invites the passer-by to pay attention to the voices and gestures of these protagonists.

Advertising spaces, usually filled with predefined and commercialised language, stand out thanks to the imposing presence of the female body in a public space.

Parallel to the posting of the images, the city will be enlivened by a series of short videos that include sequences of actions and gestures from the campaign's protagonists. The references and expressions captured in the videos will be supported by written text, which will reproduce their onomatopoeias in a game of synaesthetic references that can express the sound in an environment without sound.

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## BIOGRAPHY

**Cabinet Milano** is a multidisciplinary studio founded by Rossana Passalacqua and Francesco Valtolina in 2018. Cabinet is a creative management agency focused on studying and researching of new contemporary iconographies. It carries out projects for private clients, cultural institutions and companies.

At the same time, Cabinet Milano is a fashion brand with the intention of redesigning workwear through carefully selected key garments that endure all trends, reinterpreting formal wear with a more contemporary, everyday look.

**Rossana Passalacqua** is a Fashion Stylist and Consultant. Prior to 2003, she collaborated with several magazines and fashion brands. In 2015, with Eléna Olavarria Dallo, she founded *Anticàmera*, a *location* agency that takes care of location-based projects and agency's image, its creative direction and special projects. She has collaborated with brands such as Gucci, Sportmax and MiuMiu and has been *Fashion Editor* of Grey Magazine, Metal Magazine and Rivista Studio.

**Francesco Valtolina** is a Creative Director and Graphic Designer based in Milan. Since 2008, he has been the art director of the international contemporary art magazine *Mousse* and of the publishing house *Mousse Publishing*. In 2015, he co-founded the design studio Dallas. Over the last 20 years he has collaborated with publishers such as Phaidon, Sternberg Press, Electa, Rizzoli New York; institutions and galleries such as dOCUMENTA, Biennale di Venezia; Quadriennale di Roma, Massimo de Carlo, Centre d'Art Contemporain Genève, Triennale di Milano, Istituto Svizzero; and with brands and companies such as Pirelli, Luis Vuitton, Moncler and C.P. Company. In Milan in 2021, he co-founded the space dedicated to publishing issues, *Commerce*. He taught *Editorial Design* at the ISIA in Urbino from 2012 to 2022, and since 2023 together with Rossana Passalacqua he has taught the final *art direction* workshop at the IUAV in Venice

## CREDITS

Creative Direction: Cabinet Milano

Artistic Direction: Rossana Passalacqua, Francesco Valtolina

Team: Veronica Alba, Nicola Narbone, Benedetta Stefani

Photography and video: Chaumont-Zaerpour

Director of photography (video only): Jacques Baguenier

Music (video only): Max Wuchner

Editing (video only): Lucia Martinez

Post production (Photography only): Stefano Maccotta

Models: Allegra Cavassoni, Appoline Diane Baillet, Attandi Trawalley, Helena Hiegemann, Lori Bourrec, Zigen-Shor, Maia Hawad and Rocio Ortiz

Special thanks: Fabio Maragno and Anna Carniel

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## MIART 2023

### FONDAZIONE FIERA MILANO HAS RECONFIRMED ITS ACQUISITION FUND WHICH WAS INAUGURATED IN 2012

**Milan, 18 January 2023** – This year too, Fondazione Fiera Milano will be a pivotal player in the 2023 Miart event (14-16 April Allianz MiCo), having confirmed its Acquisition Fund with a budget of **100,000** euro. Over the last few years, the Fund, set up in 2012 has allowed Fondazione Fiera Milano to expand its collection which now encompasses over 100 works of art. They are housed in Palazzina degli Orafi, the location of the Foundation's main offices.

In the choice of which artwork to purchase, the **President of Fondazione Fiera Milano, Enrico Pazzali**, will be assisted by a prestigious international jury chaired by **Diana Bracco**, a member of the Foundation's Steering Committee.

*Ever since the Fund was first set up, **Enrico Pazzali** explains, we have striven to provide real support to MiArt which is amongst the world's most important and authoritative arts events. Miart has also seen Milan become one of the most important the art market venues. Just like so many other events taking place in our spaces, Miart succeeds in engaging the city's social fabric through a plethora of events organised thanks to the invaluable support of the local municipality.*

The Fondazione Fiera Milano collection, currently comprises **works** representing different artistic languages; from painting to sculpture, video to photography, design to installations. A heterogenous ensemble of styles, sharing common themes, such as the interplay between nature and culture, the dynamics between vision and representation, the tension between abstraction and figuration, between words and gestures, space and architecture.

The entire collection can be viewed on the Fondazione Fiera Milano website at the following page <https://www.fondazionefieramilano.it/it/arte-e-cultura/fondazione-per-l-arte-e-la-cultura.html>.

**For further information:**

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## LCA Studio Legale

LCA is an independent, full-service law firm, specialized in providing **legal** and **tax assistance to companies and private clients**. Our Italian offices are located in Milan, Rome, Genoa, Treviso while we operate in the United Arab Emirate in International Partnership with IAA Law Firm. The Firm can count on a department dedicated to **art law**, which offers an all-encompassing consultancy on various aspects (i.e., contractual, logistical, insurance, criminal, as well as on copyright, advertising, anti-money laundering, litigation, cultural patronage) with an interdisciplinary team of professionals who share the same passion for this world.

In 2013, the project “**Law is Art!**” came to life with the willingness to support art and experimentation in the artistic field, promote creativity in all its forms, even outside the traditional circuits, and above all to acknowledge the art as a constantly enriching and stimulating experience, at both individual and collective level.

As part of this project over the past ten years, LCA has hosted many exhibitions of contemporary artists - both at its offices in Via Moscova and at the historical Palazzo Borromeo in Milan - including those of the **ACACIA Collection**, **Tatiana Trouvè**, **Letizia Cariello**, **Chiara Camoni**, **Botto & Bruno**, **Franco Guerzoni**, **Brigitte March Niedermeir**, **Silvia Camporesi**, **Michele Guido**, **Silvio Wolf**, **Mattia Bosco**, **Rä di Martino**, **Sabrina Mezzaqui**, **Alessandra Spranzi**, **Francesco Arena** and **Marta Spagnoli**. As of this year, the LCA's office in Genoa has also been added to the exhibition venues, with Massimiliano Camellini's photographic exhibition.

The partnership as sponsor with **miart** has been continuing since 2014 thanks to the **LCA for Emergent prize**, awarded to the best emerging gallery participating to the fair.

Careful to support new generations of artists, with the occasion of end-of-year holidays, LCA commissions to the students of Fine Arts Academy, such as the Brera Academy, the NABA – Nuova Accademia di Belle Arti and Aldo Galli Academy, the making of the Firm's greetings cards, which are sent all over the world.

Since 2022, the Firm has also been a member of the **Gallery Climate Coalition (GCC)**, an international community committed to reducing the environmental impact in the art sector. This challenge has already been addressed with the sustainable project «The Position in which Bees Sleep», in collaboration with RUFA - Rome University of Fine Arts and the company Beeopak, in which the young students of the Academy created their works using the food packaging material produced by Beeopack from beeswax.

LCA's professionals also organize, promote and take part in several conferences and seminars aiming to better understand, from a legal and tax perspective, the complex issues related to art collecting. This expertise, in collaboration with AXA XL and APICE, led to the publication of “**IN&OUT Practical guide to artwork loans**”, an operational handbook outlining the key principles for managing a loan transaction in all of its phases, which has received the patronage of Italian branch of ICOM (International Council of Museums).

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## COMPANY PROFILE

### HERNO

Founded in Lesa in 1948, at the mouth of the river with the same name which flows shortly thereafter into Lake Maggiore, Herno has stood for Italian production excellence for 70 years and has a history of continuous evolution: from the first raincoats of the early post-war period to high fashion brands production in the 80s and 90s, through to its more extensive current collection, today Herno is synonymous with urban outerwear throughout the fashion world.

It is the second-generation guidance from 2005 of Claudio Marenzi, President and Chief Executive Officer, that marked a turning point in terms of international growth, with a campaign to raise awareness of the family brand. He has based his work on maintaining creative and productive control, pursuing the functionality beyond aesthetics, and the strong link to the territory.

This last point has meant that in the last decade the company has invested in projects to safeguard the surrounding environment, such as photovoltaics, which make the buildings completely autonomous in terms of energy requirements; the acquisition of the latest generation of low-consumption machinery; the attention paid to the environmental impact of its structures, which have been camouflaged in the green, for aesthetics and to insulate; the perseverance, for love and ethics, to reaffirm the capacity for study, experimentation, and stubbornness typical of the lake in presenting authentically green collections under the Herno Globe label.

In 2021 Herno acquired Montura, with Claudio Marenzi as President and CEO, entering a new market segment: the active sports.

Claudio Marenzi, former President of SMI and Confindustria Moda, is currently President of Pitti Immagine. Awarded the honour of Cavaliere del Lavoro in 2016, he continues to work with relentless determination on the renewal of production processes, pursuing the path of Made in Italy through the dialogue between tradition and innovation.



**RUINART, the oldest Champagne House,  
official partner of miart for the tenth consecutive year**

Milan, January 2023 – In occasion of the XXVII edition of **miart**, the international fair of modern and contemporary art which will be held from April 14<sup>th</sup> to April 16<sup>th</sup>, Maison Ruinart will be the official partner for the tenth consecutive year, and will unveil, for the first time in Italy, the Carte Blanche artist 2023.

For this edition, Maison Ruinart will welcome its guests in the VIP Lounge, with a reserved and exclusive exhibition area dedicated to the masterpieces that the artist created inspired by the oldest Champagne House. Ruinart's artistic effervescence includes thinking about the future, and is especially attuned to sustainability for this reason Maison Ruinart supports both celebrated artists and emerging talents whose approach combines innovation, creativity and sustainability.

It will be the occasion for visitors, enthusiasts and art experts to meet the new Carte Blanche artist and live a fully experience in the VIP Lounge Ruinart whilst breathing in the unmistakable art that has always characterised the Maison Ruinart.

*"We are proud to carry on this partnership with miart for 10 years now. Maison Ruinart is renowned all over the world as the Champagne of the contemporary art and we could only confirm with enthusiasm our partnership in one of the most prominent exhibition fairs at national and international level", declares Silvia Rossetto, Ruinart Senior Brand Manager, "This is also the best occasion to unveil in Italy the new artist Carte Blanche 2023 and the masterpieces that will be exhibited in the Vip Lounge during miart".*

Wine-making experience, family traditions, *savoir-faire* and regality: the Maison Ruinart has based its destiny on these values for nearly three centuries, becoming the benchmark for excellence and elegance within the world of Champagne. Today, Maison Ruinart is the feather in the cap of the LVMH group and a reference point for an international clientele of experts, art enthusiasts and knowledgeable aesthetes.

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## About Ruinart

Founded in 1729, Maison Ruinart is the very first established champagne house. With a rich and complex history, the Maison has never stopped developing and promoting its own special art of living, echoing the Enlightenment period during which it was created. In a context where French philosophy and culture had great influence, the know-how of Maison Ruinart shone like a beacon.

Very early on, the Maison decided to use the rare and precious chardonnay grape to produce its cuvées. Elegance, purity, know-how and light are the watchwords for the world's finest champagne house. These qualities are the key to the success of Ruinart's exceptional wines - both in France and internationally - which are now produced by Frédéric Panaiotis, the Maison's Cellar Master.

Ruinart's subtle art of champagne making resonates with its commitment to art and creativity, echoing the boldness it took to ask the Czech artist Alphonse Mucha to create a poster for the Maison in 1896 that caused a sensation at the time. Since then, Ruinart has commissioned numerous artists, designers and creative minds to deliver their own vision of the Maison, making it forever contemporary. From Patricia Urquiola to Maarten Baas, from Hubert Le Gall to Jaume Plensa, and with the Chinese artist Liu Bolin to the Brazilian artist Vik Muniz and also from David Shrigley to Jeppe Hein. Moreover, Ruinart is the official partner of the most prestigious international fairs, such as Art Basel Miami, Art Basel, Frieze London, Fiac, miart and many others.

**[www.ruinart.com](http://www.ruinart.com)**



**#Ruinart**  
**#RuinartRendezVous**

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# COVIVIO

With a portfolio of over €27 billion, **Covivio is one of the leading real estate companies in Europe** mainly present in **France** (38% of assets), **Germany** (40%), **Italy** (16%) and other European countries (6%). Listed on Euronext in Paris and on Borsa Italiana, it has **over 1,000 employees** (of which about 120 in Italy), and is active in the office, residential and hotel market.

The main city for Covivio in Italy is **Milan**, with a clear focus on the office segment. More than 93% of its office portfolio is represented by buildings located in the city.

In Milan, Covivio is the owner of a portfolio of quality **office buildings leased to leading companies** and is also engaged in important urban regeneration projects with the aim of helping to create cities that are increasingly smart, where the efficiency of services is at a high level and the quality of life is improving. Among the projects underway there are: the regeneration of the dismissed railway yard of **Porta Romana**, the development of the business districts **Symbiosis**, **The Sign**, and **Vitae**, a project that won the prestigious international competition «Reinventing cities».

In addition to new developments, Covivio is also committed to upgrading its existing portfolio to the latest standards in terms of innovation and sustainability. Among the most relevant redevelopment projects there is the historic office building at **Corso Italia 19**, located in the historic center of Milan, with a surface of about 13 thousand square meters, with a scheduled delivery for 2024.

With the aim of **making working spaces more enjoyable and enriching the user experience** of companies that populate them, Covivio has decided to enhance its real estate projects by installing, in each new building delivered, a **site-specific work of art created by emerging young artists**. In February 2021 the pro-working space owned by Covivio "**Wellio Dante**", in the center of Milan, hosted the site-specific work "**L'Enigma della Giostra**" created by the duo **bn+BRINANOVARA** (Giorgio Brina and Simone Novara). During 2022, however, as part of the partnership with the international exhibition of modern and contemporary art "**MIART**", the Group established the first edition of the Covivio Acquisition Award dedicated to the section Emergent, or the most recent generations of gallery owners and artists. The award was given to the emerging artist **Pamela Diamante**, represented by the gallery **Gilda Lavia**, who was commissioned the work "**Altra Natura**" installed in the courtyard of the Building D in the Symbiosis Business District, in Milan, in a private area open to the public.

## COVIVIO S.A. – Stabile Organizzazione Italia

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**Switzerland Tourism shows up at miart 2023 to underline the well-established link between Switzerland and art.**

The planning of new museum spaces, entrusted to major architectural studios, the active role of public and private patrons, the promotion of local traditions and the enhancement of existing heritage have always been typical features of the Swiss offer.

Switzerland's links with the world of art are well established. Just think of **Art Basel**, the most important art market fair in the world, and of the number of galleries and renowned museums spread all over the country. The presence of Switzerland Tourism at miart, as official sponsor, underlines the disposition of Swiss towns for culture. Despite their small size, Swiss towns compete with the biggest European capitals in the programming of internationally attractive events.

What does Switzerland Tourism do?

Any country, however beautiful, needs to be marketed and promoted. That's why Switzerland Tourism (ST) was tasked by the Swiss Confederation with promoting domestic and international tourism demand for Switzerland as a holiday, travel and conference destination. ST focuses on the development and implementation of effective marketing programs and the establishment of a strong Swiss tourism brand.

ST works hand-in-hand with the tourism industry, offering its over 700 members and 1,200 partners attractive marketing platforms both domestically and abroad. ST works with customers and markets in mind and operates in accordance with commercial criteria. The 13-member Board of Directors is drawn from the fields of tourism, business and related professional associations. ST is present in 23 markets worldwide, employing around 270 people (240 full-time equivalent positions). In Italy ST has 2 offices: in Milan and Rome.

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#HoBisognodiSvizzera



## **A Collection, a Mission**

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### **The Rotary Club Milano Brera and the Prize for Contemporary Art and Young Artists (The thirteenth edition – 2023)**

The Rotary Club Milano Brera Prize for Contemporary Art and Young Artists is part of the many humanitarian assistance services that Rotary takes care of around the world also in support of Education and Literacy. From this point of view, a prize for contemporary Art represents an advanced variance of support for training.

Contemporary art represents, certainly, one of the most innovative and cutting edge disciplines in the today cultural panorama, considering all the complexity and difficulty of interpretation that the avant-garde brings with it.

Thanks to resonance of this prize (the first, in order of time, to be launched in the story of MiArt), Rotary Club Milano Brera wants to create an opportunity for approach of the public, even the not insiders, to the complexity and the values which contemporary art produces through the understanding of new and original as well as often hermetic languages, aware that the knowledge of contemporary art represents a privileged reading key of our present.

Further tasks of this “prize-purchase” are the support to young talents in their artistic career and last but not least the increase in civic collections in Milan.

In 2019, the collection of the masterpieces chosen and acquired by Rotary Club Milano Brera, was offered to Museo del Novecento. In this way, Rotary has given its contribution to the city by extending the exhibition to the entire public and to the contemporary art followers.

This rotarian contribution will continue in the next editions of the prize, thanks to the automatic enrichment of the Museo del Novecento Collection with the winning masterpieces, enabling fruitful synergies for the benefit of all the citizens.

This year the jury for this prize is composed by the new-entry Paola Ugolini (Art critic and curator), Laura Cherubini, (Professor of Contemporary Art History, Brera Fine Arts Academy, Milan) and Christian Marinotti, (Publisher, professor of Art History, Architecture Course, Politecnico, Milan; founder of this prize).