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**miart 2024**  
**12 – 14 April 2024**  
**Preview 11 April 2024**  
**Allianz MiCo**  
**Milan**

**PRESS KIT SUMMARY**

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- miartalks
- *no time no space*
- partners and sponsors:
  - Intesa Sanpaolo
  - Ambasciatori del Gusto
  - Elle Decor
  - Fonderia Artistica Battaglia
  - Henraux SpA
  - Herno
  - Kartell
  - LCA Studio Legale
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  - Starbucks Reserve™ Milano
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**miart 2024: no time no space**

**miart, the international modern and contemporary art fair** organised by **Fiera Milano**, returns with Intesa Sanpaolo Group as *Main Sponsor* and **Nicola Ricciardi** as Artistic Director

The fair's growth continues with more galleries (**178 from 28 countries**, up from 169 in 2023), **two original sections**, and new **prizes**, commissions and acquisitions, which are now in double digits

A renewed **speakers' series**, new **collaborations** and partners, and several **art projects across the city** play their part in further expanding miart's thematic, spatial and temporal boundaries

**12 - 14 April 2024**

**Preview: 11 April 2024**

**Allianz MiCo**

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*Milan, 28 March 2024* – **From 12 to 14 April 2024** (with VIP preview on Thursday 11 April), **miart, the international modern and contemporary art fair** organised by **Fiera Milano** with Intesa Sanpaolo Group as *Main Sponsor* and directed by **Nicola Ricciardi**, returns.

**178 participating galleries** from **28 countries**, **more than 1,000 works** by modern masters and established contemporary artists, over **10 awards** spanning prizes, acquisition funds and new commissions (with a dozen **museum directors from all over the world** on the jury panels), make this **28th edition** an essential event for the Italian and international art community.

**Two brand-new sections**, conceived as time machines or gateways into other dimensions, intends to highlight the vocation of miart 2024 to further expand its geographical and temporal boundaries. This is also evoked by the title of this edition – **no time no space** – which adopts the words of a song by **Franco Battiato**, a musician, artist, and “explorer of distant worlds”.

**Established**, the main section of the fair, brings together some of the most important modern, contemporary and design galleries from around the globe. Nestled within it is **Portal**, a new section curated by **Abaseh Mirvali** and featuring eight small exhibitions that range from solo shows that revisit the works of Italian artists such as **Franco Mazzucchelli** (ChertLüdde, Berlin) and **Francesco Gennari** (Ciaccia Levi, Paris -Milan / ZERO..., Milan) two projects

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designed to broaden the traditional horizons of miart, like the booth dedicated to **Anna Boghiguan** (Galleria Franco Noero, Turin) or **Troy Makaza and Gresham Tapiwa Nyaude** (First Floor Gallery, Harare - Victoria Falls).

Also, within *Established* is **Timescape**, a project that will be developed by miart over the next three years, that brings together works created in **eras increasingly remote in time** with respect to the fair's traditional chronological offerings. The starting point in 2024 will be the **early 20th century**, with galleries presenting **micro-exhibitions** with an approach that cuts across history and disciplines. Examples of this are the stand by **Galleria Gomiero** (Montegrotto Terme), which offers a novel take on portrait in the field of sculpture, with works by, among others, **Medardo Rosso** and **Giacomo Manzù**; or the booth curated by **Bottegantica** (Milan) dedicated to some of the key Italian figures of the 20th century, from **Giacomo Balla** to **Umberto Boccioni**, with a focus on **Futurism** and **Aeropainting**.

**Emergent**, the section curated by **Attilia Fattori Franchini** and dedicated to galleries promoting the youngest generations of artists, also returns. This year, it welcomes **23 galleries from all over the world**: from Lisbon to New York, from Los Angeles to Belgrade. Again, there is an interesting mix of returning galleries – **Bel Ami** (Los Angeles), **Sébastien Bertrand** (Geneva), **Sans titre** (Paris) – and new entries, such as **Arcadia Missa** (London), **ASHES/ASHES** (New York), **Lovay Fine Arts** (Geneva) and **Sweetwater** (Berlin).

Within the various sections, there are many museum works to discover, like *Caribbean Tea Time*, a spectacular 1987 screen by **David Hockney** – the other editions of which are now in the most prestigious international collections, from the Tate Modern to the Metropolitan Museum – presented by **Galerie Lelong & Co.** (Paris - New York) or the two works by **Alberto Burri** exhibited by **Tornabuoni Arte** (Florence - Milan - Forte dei Marmi - Rome - Paris - Crans Montana), *Combustione B.A.* (1960) and *Combustione plastica* (1957), which were respectively in the 'Arte Povera' exhibition at the Centre Pompidou in Paris in 2016 and in the exhibition 'Alberto Burri and Lucio Fontana' that travelled through the United States between 1966 and 1968. Or **Vivian Suter's** installation for **kaufmann repetto** (Milan - New York), the result of the artist's decades of research into the life of the Guatemalan rainforest and already the focus of two wonderful exhibitions at Secession in Vienna and GAMeC in Bergamo.

Numerous **works have also been commissioned** for the 28th edition of miart. They include a poetic and monumental swing designed and created by **Francesco Arena** for **Galleria Raffaella Cortese** (Milan) or the performance piece *Thyself Agency* by **Luca de Leva** that will transform the stand of

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**Pinksummer** (Genoa) into "a travel agency for expeditions into the unknown", presenting methods to break down behavioural automatisms.

There is also no shortage of solo shows, such as those dedicated to the paintings of **Tomasz Kowalski** by **Dawid Radziszewski** (Warsaw) and Lucy Stein by **Galerie Gregor Staiger** (Zurich - Milan), the sculptures of **Pietro Consagra** by **Mucciaccia Gallery** (Rome - London - Cortina d'Ampezzo - Singapore) or the ceramic works of **Gioietta Fioroni** by **Marcorossi artecontemporanea** (Milan - Verona - Turin - Pietrasanta - Rome).

Modern Art, the historical backbone of miart, will be well represented with meticulously curated exhibitions. Examples include the project "Italian Artists in the Peggy Guggenheim Collection" presented by **ML fine art** (Milan) featuring important works by – among others – **Giorgio de Chirico**, **Marina Apollonio**, **Piero Dorazio**, or a selection of post-war protagonists – such as **Enrico Baj**, **Lucio del Pezzo** and **Mario Schifano** – proposed by **Gió Marconi** (Milan) and inspired by the installation that Studio Marconi presented at Eurodomus in Turin in 1968.

And, finally, as the inauguration of the 60th International Art Exhibition of the **Biennale di Venezia** approaches, many galleries will honour the artists selected by curator Adriano Pedrosa. Examples are the solo show dedicated to the young painter **Louis Fratino** by **Galerie Neu** (Berlin) or the ambitious exhibition by **Richard Saltoun Gallery** (London - Rome), which brings three leading artists from this year's Biennale to miart: **Greta Schödl**, **Bertina Lopes** and **Xiyadie**.

**Galleria dello Scudo** (Verona) also pays tribute to the Biennale, presenting a focus on Venetian Spatialism with works from the 1950s by artists like **Emilio Vedova**, **Tancredi Parmeggiani**, **Renato Birolli** and **Edmondo Bacci**, while **ED Gallery** (Piacenza) presents a selection of works that were created by **Murano master glassmakers** for the 1914 Biennale di Venezia, in addition to paintings and sculptures.

Further boosting the exhibition's appeal is **miartalks**, a programme of live debates and conversations sponsored by **Starbucks Reserve™ Roastery Milano**. From Friday 12 to Sunday 14 April, the Directors of some of the most prestigious art institutions (such as **Stefanie Hessler**, **Lorenzo Giusti**, **Gioia Dal Molin**) will dialogue with prominent members of the worlds of music (**Raphael Gualazzi**, **Giovanni Verrando**, **Nicola Sani**, **Lorenzo Senni**), architecture, and design (**Maria Cristina Didero**, **Giovanna Silva**, **LEMONOT**, among many others). The programme also features three stimulating panel discussions held at the Starbucks Reserve™ Roastery Milano (Piazza Cordusio, 3) featuring artists **Francesco Arena**, **David Horvitz** and **MASBEDO**.

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In the framework of the **Milano Art Week**, a pair of other unconventional locations will be at the centre of two new collaborations: a cinema and an abandoned office.

In keeping with the theme chosen by miart for the 2024 edition, **Careof**, the time-based media production and research centre in Milan, will organise **Comete. Avanguardie di un altro sistema solare**, a screening programme of artists' film works. The project, curated by **Marta Bianchi and Marta Cereda** in collaboration with the **City of Milan**.

The screenings take place inside Milan's main movie theatre, **Anteo Palazzo del Cinema**. Every morning from Friday 12 to Sunday 14 April, selected works are presented from the Careof Video Archive and the municipal collections by artists such as Liliana Moro, Adrian Paci, R  di Martino, Beatrice Marchi and Ugo La Pietra, just to name a few. Artists are also invited to host public conversations about their work, to contextualize and expand their research, transforming the movie theater in a space for dialogue and study.

The other ideal portal opening out into the city is **Abbandonare il locale**, the first major solo exhibition in Italy dedicated to **David Horvitz**. Realized in **collaboration with BiM** – an ambitious urban regeneration project in Milan's Bicocca district which aims to transform an iconic building by Vittorio Gregotti into a cutting-edge work destination – the show takes place inside a decommissioned office at **BiM** and it's curated by **Nicola Ricciardi**, artistic director of miart, who has selected together with Horvitz **over 20 works covering almost 20 years** of the artists' career. The project stems from the desire to give tangible form to the expression *no time no space* and mixes some of Horvitz's historical works with new productions and found objects, to examine questions of distance between places, people and time. To make the exhibition more relevant to the location housing it, **SPECIFIC**, a multidisciplinary creative production workshop formed by Patrick Tuttofuoco, Nic Bello, Alessandra Pallotta, Andrea Sala and Stefano D'Amelio, has developed an exhibition design and lighting project by adapting original architectural elements from the office.

Another art project created especially for miart 2024 stems from the renewed **partnership** with fashion brand **MSGM**, resulting once again in the commissioning of a site-specific work for the **entrance to the exhibition**. For this edition, artist **Jenna Bliss** (b. 1984, Yonkers, New York) – represented by the FELIX GAUDLITZ gallery (Vienna) and last year's winner of the inaugural **Massimo Giorgetti Award** – will welcome visitors to the exhibition with a series of screens displaying her video works. The works evoke a recent past that is now forgotten, personal and collective memories, encounters and observations of everyday life and the link with social conventions and historical contexts that challenge common assumptions and expand established narratives.

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This edition's many outside influences continue in the field of music, an area that has already been fruitfully explored in the last two editions of miart thanks to an **unprecedented collaboration** with **SZ Sugar**, a music publishing house dedicated to contemporary artistic music founded in 1907 under the name Edizioni Suvini Zerboni and part of the SugarMusic group led by Caterina Caselli and Filippo Sugar. The first edition of the **SZ Sugar miart commission**, an award of **5,000 euros** that will be expanded further over the next two years, gave galleries participating in the exhibition the opportunity to have their artists interpret the first page of the score of **Allez Hop**, a mimed story by **Italo Calvino** set to music by **Luciano Berio**. Of all the ideas and proposals evaluated by SZ Sugar, with the support of a curatorial team, the project by **David Lieske** (represented by **Corvi-Mora**, London) was judged to be the most deserving. **The final work will be presented in the fair.**

**Prizes, acquisitions and commissions** include the **Fondazione Fiera Milano Acquisition Fund**, established in 2012. The **100,000-euro** Fund is earmarked for works of art for the **Fondazione Fiera Milano collection** housed in its *Palazzina degli Orafi* premises, which currently consists of more than **110 works**. The entire collection can be viewed at [www.fondazionefieramilano.it](http://www.fondazionefieramilano.it). In selecting the acquisitions, **Enrico Pazzali**, President of Fondazione Fiera Milano, will be assisted by an **international jury** chaired by **Diana Bracco**, a member of the Foundation's Executive Committee, and composed of **Simon Castets**, Director of Strategic Initiatives - LUMA, Arles, **Nicolas Trembley**, Director, SYZ Collection - Geneva, and **Moritz Wesseler** Director, Fridericianum - Kassel.

Taking place once again, will be the **Herno Prize**, now in its ninth year, which awards a **10,000-euro** prize to the stand with the best exhibition display project; the **LCA Studio Legale Prize for Emergent**, worth **4,000 euros**, established in 2015 as a result of the collaboration with LCA Studio Legale and intended for the gallery with the best presentation in the Emergent section; the second edition of the **Fondazione Henraux Sculpture Commission** for the commissioning of a work in marble; the second edition of the **Orbital Cultura – Nexi Group Prize**, the only miart award dedicated to photography, which chooses an artist from the *Established* and *Portal* sections to be commissioned to document a museum centre with a contribution of **10,000 euros**. Creating a further bridge between the fair and the city, this year the prize is the result of the collaboration with the Milan City Council on the occasion of Milano Art Week and is dedicated to **Castello Sforzesco**; and the **Matteo Visconti di Modrone Prize**, in memory of the President of the Fonderia Artistica Battaglia, worth **10,000 euros**, awarded to an artist who will be able to realise their work in the foundry, with the assistance and experience of the artisans working there.

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In its **first edition** is the **Residenza 725 Prize**, worth **5.000 euros**, awarded to the best presentation in the Portal section. The **Rotary Club Milano Brera Prize for Contemporary Art and Young Artists** – established in 2009 as the first **miart** award and now in its **14th edition** – is confirmed too: the winner, an emerging or mid-career artist, will have their work acquired and donated to the Museo del Novecento in Milan. Also making its return is the **Massimo Giorgetti Prize**, now in its **second edition** and the result of collector Massimo Giorgetti's desire to support young artists at the beginning of their careers by awarding a prize of **5,000 euros**.

Due in part to these awards, which will hit double figures in 2024, this year's miart will be able to count on the presence of leading international directors and curators at the fair, such as: **Mohamed Almusibli**, Director/Curator, Kunsthalle Basel, Basel; **Simon Castets**, Director, Strategic Initiatives, LUMA, Arles; **Tom Eccles**, Executive Director, CCS Bard & Hessel Museum of Art, New York; **Tom Engels**, Artistic Director, Grazer Kunstverein, Graz, and Curator, 15th Baltic Triennial, Vilnius; **Amy Jones**, Curator, Wysing Arts Centre, Cambridge; **Rebecca Lamarche Vadel**, Director, Lafayette Anticipations, Fondation des Galeries Lafayette, Paris; **Letizia Ragaglia**, Director, Kunstmuseum Liechtenstein, Vaduz; **Fabian Schöneich**, Founder and Director, CCA Berlin – Center for Contemporary Arts, Berlin; **Nicolas Trembley**, Director, SYZ Collection, Geneva; and **Moritz Wesseler**, Director, Fridericianum, Kassel, to name but a few.

**Intesa Sanpaolo**, main partner of miart, in the Group's Lounge, will present the exhibition "**Io sono una forza del passato**", curated by Luca Beatrice. A reflection on contemporary painting as a dialogue between new directions and the restoration of the classical forms of the past, which increasingly sees the adoption of the artificial and digital and the abandonment of the 'handmade'. **Intesa Sanpaolo Private Banking** will present its innovative and comprehensive *wealth management* solutions with a focus on its art advisory service, dedicated to those who consider art to be an opportunity to grow their assets in a diversified manner. The long-term relationship with miart testifies Intesa Sanpaolo Group's constant support for local and cultural development aiming to consolidate the prominence of Milan in the national and international panorama of modern and contemporary art and to provide the city with an additional driver of economic, cultural and civic growth.

There are also significant **renewals** of the **partnerships** with **Maison Ruinart** – underlining its commitment to the world of art and sustainability by presenting the Carte Blanche 2024 programme entitled "**Conversations with Nature**", an unprecedented artistic project within the **Ruinart VIP Lounge** that proposes a unique vision and perspective of meaningful dialogue with nature and all living

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beings – and with **Elle Decor Italia**, which will enhance the **miart VIP Lounge** with furnishings by **Kartell** and **Saba**.

Meanwhile, there is a new collaboration with **Lotus**, which will present the national preview of Emeya, the first 100% electric Hyper-GT at miart. **The continuing partnership with the Italian Association of Ambassadors of Taste** will strengthen the pairing of **art and food**, which was also a feature of the previous edition.

Interest in miart 2024 from national and – in particular – international collectors is growing significantly. This is due to **ICE – the Italian Trade Agency for the promotion and expansion of Italian companies abroad**, which supports the event by bringing international collectors and journalists to the exhibition.

As per every year, the connection with the city will be further strengthened by a new edition of **Milano Art Week (8-14 April)**, an event across various locations coordinated by the **City of Milan's Department of Culture**, which brings together the city's main public institutions and private foundations dedicated to modern and contemporary art, with a programme of exhibitions and activities.

Taking centre stage at **Milan Art Week 2024** will be, among many others: Pino Pascali's solo exhibitions at **Fondazione Prada**, Alessandro Mendini's at **Triennale Milano** and those of Nari Ward and Chiara Camoni at **Pirelli Hangar Bicocca**; **ITALIA 70**, a project curated by Massimiliano Gioni, which will see the **Fondazione Nicola Trussardi** once again take over Milan with an explosion of images created by 70 artists; three coinciding openings at **Museo del Novecento** (*Magali Reus. Off Script* curated by Federico Giani, *Masbedo – Ritratto di Città* curated by Cloe Piccoli and *VOL. XXXI: Futurism Drama* curated by Edoardo Bonaspetti) and two more at **Fondazione ICA Milano** (the exhibitions *Notizia* by Erika Verzutti and *La casa dentro* by Formafantasma).

Lastly, it should be emphasised how many of the original contents created have been thought of as a bridge between the week of miart and the next **Milano Design Week** (15-21 April), creating new synergies in which art and design contaminate and intertwine with each other. A striking example is the collaboration with **Fuorisalone.it**, which translates, as well as in a series of thematic guides and itineraries that can be used online, also in an **immersive installation in Piazza Gae Aulenti** where it will be possible to attend the screening of **POV**, the audiovisual work created by **EX**. (Andrea Cassi and Michele Versaci) with **Giorgio Ferrero** (MYBOSSWAS) to interpret and narrate **Materia Natura**, the theme of Fuorisalone 2024. Another ideal point of contact between art, architecture and design is represented by **TALAMO**, the performance sculpture by Lemonot – the platform for architecture and performing arts founded by Sabrina Morreale and Lorenzo Perri – which will stimulate new forms of collective exchange within BASE Milano.

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The 2024 edition **underlines miart's leading role in art market events**, extending its thematic, spatial and temporal boundaries even further and making them more permeable while also **positioning itself as a platform for observing society and its changes**.

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### GALLERIES AND SECTIONS

#### Established

146 modern and contemporary art galleries.

**1 Mira Madrid**, Madrid | **10 A.M. ART**, Milan | **193 Gallery**, Paris | **A arte Invernizzi**, Milan | **Galleria Giampaolo Abbondio**, Todi - Milan | **ABC-ARTE**, Genoa - Milan | **ADA**, Rome | **AFIKARIS**, Paris | **Aleandri Arte Moderna**, Rome | **APALAZZOGALLERY**, Brescia | **Artemisia Fine Art**, Dogana | **Enrico Astuni**, Bologna | **Atipografia**, Arzignano - Milan | **Belmacz**, London | **Galleria Umberto Benappi**, Turin | **Bendana** | **Pinel Art Contemporain**, Paris | **Bernini Gallery**, Misinto | **Bottegantica**, Milan | **THOMAS BRAMBILLA**, Bergamo | **Galerie Buchholz**, Cologne - Berlin - New York | **C+N Gallery CANEPANERI**, Milan - Genoa | **Ca' di Fra'**, Milan | **CADOGAN GALLERY**, London - Milan | **EMANUELA CAMPOLI**, Paris - Milan | **Cardelli & Fontana artecontemporanea**, Sarzana | **Cardi Gallery**, Milan - London | **CASSINA PROJECTS**, Milan | **ChertLüdde**, Berlin | **Galleria Clivio**, Parma - Milan | **COMMA**, Bratislava | **Galleria d'Arte Contini**, Venice - Cortina d'Ampezzo - Mestre | **Galleria Continua**, San Gimignano - Beijing - Les Moulins - Havana - Rome - Sao Paulo - Paris - Dubai | **Cooke Latham Gallery**, London | **Copetti Antiquari**, Udine | **Lodovico Corsini**, Brussels | **Galleria Raffaella Cortese**, Milan | **Cortesi Gallery**, Lugano - Milan | **Corvi-Mora**, London | **Galleria de' Bonis**, Reggio Emilia | **Monica De Cardenas**, Milan - Zuoz - Lugano | **Galleria Luisa Delle Piane**, Milan | **DELLUPI ARTE**, Milan | **Dep Art Gallery**, Milan - Ceglie Messapica | **Galleria Umberto Di Marino**, Naples | **Dvir Gallery**, Brussels - Paris - Tel Aviv | **EBENSPERGER**, Berlin - Graz | **ED Gallery**, Piacenza | **Ehrhardt Flórez**, Madrid | **Eidos Immagini Contemporanee**, Asti | **Eredi Marelli**, Cantù | **Renata Fabbri**, Milan | **Galleria d'Arte Frediano Farsetti**, Milan | **Fortes D'Aloia & Gabriel**, Sao Paulo - Rio de Janeiro | **Frittelli arte contemporanea**, Florence | **Galleria Fumagalli**, Milan | **FuoriCampo**, Siena | **Gaep**, Bucharest | **Galleria dello Scudo**, Verona | **FELIX GAUDLITZ**, Vienna | **Galleria Doris Ghetta**, Ortisei - Milan | **Galleria Gomiero**, Montegrotto Terme | **greengrassi**, London | **Huxley-Parlour**, London | **Joong Jung Gallery**, Seoul | **Georg Kargl Fine Arts**, Vienna | **kaufmann repetto**, Milan - New York | **Galerie Peter Kilchmann**, Zurich - Paris | **KLEMM'S**, Berlin | **Andrew Kreps Gallery**, New York | **LABS Contemporary Art**, Bologna | **LAMB Gallery**, London | **Gilda Lavia**, Rome | **GALERIE LELONG & Co.**, Paris - New York | **Fabienne Levy**, Lausanne - Geneva | **LOOM**, Milan | **M77**, Milan | **MAAB Gallery**, Milan | **Madragoa**, Lisbon | **Magazzino**, Rome | **Galleria d'Arte Maggiore g.a.m.**, Bologna - Venice - Rome - Paris | **Mai 36 Galerie**, Zurich - Madrid | **Gió Marconi**, Milan | **Marcorossi artecontemporanea**, Milan - Verona - Turin - Pietrasanta - Rome | **Primo Marella Gallery**, Milan - Lugano | **Mazzoleni**, London - Turin | **Francesca Minini**, Milan | **Galleria Massimo Minini**, Brescia | **MISAKO & ROSEN**, Tokyo | **ML fine art**, Milan | **MLZ Art Dep**, Trieste | **Montrasio Arte**, Milan - Monza - Piacenza | **Mucciaccia Gallery**, Rome - London - Cortina d'Ampezzo - Singapore | **Ncontemporary**, Milan - Venice - London | **Galerie Neu**, Berlin | **Nosbaum Reding**, Luxembourg - Brussels | **Olympia**, New York | **Galleria Open Art**, Prato | **Osart Gallery**, Milan | **P420**, Bologna | **Francesco Pantaleone**, Palermo - Milan | **PARIS-B**, Paris | **Nicola Pedana**, Caserta | **Pinksummer**, Genoa | **Galleria Poggiali**, Florence - Milan - Pietrasanta | **Il Ponte**, Florence | **Prometeo Gallery Ida Pisani**, Milan - Lucca | **Dawid Radziszewski**,

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**Portal**

a window to the present, through parallel dimensions and unconventional prisms

Anna Boghiguiian, **Galleria Franco Noero**, Turin  
CATPC, **KOW**, Berlin  
Birgit Jürgenssen, **Galerie Hubert Winter**, Vienna  
Francesco Gennari, **Ciaccia Levi**, Paris - Milan + **Zero...**, Milan  
Maria Lai, **Nuova Galleria Morone**, Milan  
GretaSchödl, **Richard Saltoun Gallery**, London - Rome  
Franco Mazzucchelli, **ChertLüdde**, Berlin  
Gresham Tapiwa Nyaude & Troy Makaza, **First Floor Gallery**, Harare - Victoria Falls

**Emergent**

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

**ADZ**, Lisbon | **Arcadia Missa**, London | **ArtNoble gallery**, Milan | **ASHES/ASHES**, New York | **Baleno International**, Rome | **Bel Ami**, Los Angeles | **Sébastien Bertrand**, Geneva | **CARAVAN**, Oslo | **Gian Marco Casini Gallery**, Livorno | **City Galerie Wien**, Vienna | **diez**, Amsterdam | **DS GALERIE**, Paris | **eastcontemporary**, Milan | **Eugster || Belgrade**, Belgrade | **Gathering**, London | **Lovay Fine Arts**, Geneva | **MATTA**, Milan | **Roland Ross**, Margate | **Sans titre**, Paris | **Sweetwater**, Berlin | **Triangolo**, Cremona | **Galleria Federico Vavassori**, Milan | **zaza'**, Milan - Naples

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Rome | **ADZ**, Lisbon | **AFIKARIS**, Paris | **Aleandri Arte Moderna**, Rome | **APALAZZOGALLERY**, Brescia | **Arcadia Missa**, London | **Artemisia Fine Art**, Dogana | **ArtNoble gallery**, Milan | **ASHES/ASHES**, New York | **Enrico Astuni**, Bologna | **Atipografia**, Arzignano - Milan | **Baleno International**, Rome | **Bel Ami**, Los Angeles | **Belmacz**, London | **Galleria Umberto Benappi**, Turin | **Bendana** | **Pinel Art Contemporain**, Paris | **Bernini Gallery**, Misinto | **Sébastien Bertrand**, Geneva | **Bottegantica**, Milan | **THOMAS BRAMBILLA**, Bergamo | **Galerie Buchholz**, Cologne - Berlin - New York | **C+N Gallery CANEPANERI**, Milan - Genoa | **Ca' di Fra'**, Milan | **CADOGAN GALLERY**, London - Milan | **EMANUELA CAMPOLI**, Paris - Milan | **CARAVAN**, Oslo | **Cardelli & Fontana artecontemporanea**, Sarzana | **Cardi Gallery**, Milan - London | **Gian Marco Casini Gallery**, Livorno | **CASSINA PROJECTS**, Milan | **ChertLüdde**, Berlin | **Ciaccia Levi**, Paris - Milan | **City Galerie Wien**, Vienna | **Galleria Clivio**, Parma - Milan | **COMMA**, Bratislava | **Galleria d'Arte Contini**, Venice - Cortina d'Ampezzo - Mestre | **Galleria Continua**, San Gimignano - Beijing - Les Moulins - Havana - Rome - Sao Paulo - Paris - Dubai | **Cooke Latham Gallery**, London | **Copetti Antiquari**, Udine | **Lodovico Corsini**, Brussels | **Galleria Raffaella Cortese**, Milan | **Cortesi Gallery**, Lugano - Milan | **Corvi-Mora**, London | **Galleria de' Bonis**, Reggio Emilia | **Monica De Cardenas**, Milan - Zuoz - Lugano | **Galleria Luisa Delle Piane**, Milan | **DELLUPI ARTE**, Milan | **Dep Art Gallery**, Milan - Ceglie Messapica | **Galleria Umberto Di Marino**, Naples | **diez**, Amsterdam | **DS GALERIE**, Paris | **Dvir Gallery**, Brussels - Paris - Tel Aviv | **eastcontemporary**, Milan | **EBENSPERGER**, Berlin - Graz | **ED Gallery**, Piacenza | **Ehrhardt Flórez**, Madrid | **Eidos Immagini Contemporanee**, Asti | **Eredi Marelli**, Cantù | **Eugster** || **Belgrade**, Belgrade | **Renata Fabbri**, Milan | **Galleria d'Arte Frediano Farsetti**, Milan | **First Floor Gallery**, Harare - Victoria Falls | **Fortes D'Aloia & Gabriel**, Sao Paulo - Rio de Janeiro | **Frittelli arte contemporanea**, Florence | **Galleria Fumagalli**, Milan | **FuoriCampo**, Siena | **Gaep**, Bucharest | **Galleria dello Scudo**, Verona | **Gathering**, London | **FELIX GAUDLITZ**, Vienna | **Galleria Doris Ghetta**, Ortisei - Milan | **Galleria Gomiero**, Montegrotto Terme | **greengrassi**, London | **Huxley-Parlour**, London | **Joong Jung Gallery**, Seoul | **Georg Kargl Fine Arts**, Vienna | **kaufmann repetto**, Milan - New York | **Galerie Peter Kilchmann**, Zurich - Paris | **KLEMM'S**, Berlin | **KOW**, Berlin | **Andrew Kreps Gallery**, New York | **LABS Contemporary Art**, Bologna | **LAMB Gallery**, London | **Gilda Lavia**, Rome | **GALERIE LELONG & Co.**, Paris - New York | **Fabienne Levy**, Lausanne - Geneva | **LOOM**, Milan | **Lovay Fine Arts**, Geneva | **M77**, Milan | **MAAB Gallery**, Milan | **Madragoa**, Lisbon | **Magazzino**, Rome | **Galleria d'Arte Maggiore g.a.m.**, Bologna - Venice - Rome - Paris | **Mai 36 Galerie**, Zurich - Madrid | **Gió Marconi**, Milan | **Marcorossi artecontemporanea**, Milan - Verona - Turin - Pietrasanta - Rome | **Primo Marella Gallery**, Milan - Lugano | **MATTA**, Milan | **Mazzoleni**, London - Turin | **Francesca Minini**, Milan | **Galleria Massimo Minini**, Brescia | **MISAKO & ROSEN**, Tokyo | **ML fine art**, Milan | **MLZ Art Dep**, Trieste | **Montrasio Arte**, Milan - Monza - Piacenza | **Nuova Galleria Morone**, Milan | **Mucciaccia Gallery**, Rome - London - Cortina d'Ampezzo - Singapore | **Ncontemporary**, Milan - Venice - London | **Galerie Neu**, Berlin | **Galleria Franco Noero**, Turin | **Nosbaum Reding**, Luxembourg - Brussels | **Olympia**, New York | **Galleria Open Art**, Prato | **Osart Gallery**, Milan | **P420**, Bologna | **Francesco Pantaleone**, Palermo - Milan | **PARIS-B**, Paris | **Nicola Pedana**, Caserta | **Pinksummer**, Genoa | **Galleria Poggiali**, Florence - Milan - Pietrasanta | **Il Ponte**, Florence | **Prometeo Gallery Ida Pisani**, Milan - Lucca | **Dawid Radziszewski**, Warsaw | **Erica Ravenna**, Rome | **Michel Rein**, Paris - Brussels | **Repetto Gallery**, Lugano | **RIBOT**, Milan | **Galleria Michela Rizzo**, Venice | **ROBILANT+VOENA**, London - Milan -

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**miart 2024**

## 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.

**Fondazione Fiera Milano Acquisition Fund, Herno Prize, LCA Studio Legale Prize for Emergent, Fondazione Henraux Sculpture Commission, Orbital Cultura – Nexi Group Award, Matteo Visconti di Modrone Prize, SZ Sugar miart Commission, Residenza 725 Prize, Rotary Club Milano Brera Award for Contemporary Art and Young Artists and Premio Massimo Giorgetti Prize.** 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**

Established in 2012 **Fondazione Fiera Milano Acquisition Fund**, worth €100,000, is intended for works of art that will enrich the Fondazione Fiera Milano's collection, which is currently housed in the Palazzina degli Orafi, the Foundation's headquarters, and consists of over **110** works representing various artistic languages. All the works are visible at the following link: <https://www.fondazionefieramilano.it/it/arte-e-cultura/fondazione-per-l-arte-e-la-cultura.html>.

#### **Jury:**

- > **Diana Bracco**, Jury President and member of the Executive Committee, Fondazione Fiera Milano, Milan
- > **Simon Castets**, Director, Strategic Initiatives, LUMA, Arles
- > **Nicolas Trembley**, Director, SYZ Collection, Geneva
- > **Moritz Wesseler**, Director, Fridericianum, Kassel

### **Herno Prize**

Conceived as a partnership between miart and **Herno**, the prize of **€10,000** is now in its ninth edition and will be assigned to the booth with the best exhibition project.

#### **Jury:**

- > **Tom Eccles**, Executive Director, CCS Bard & Hessel Museum of Art, New York
- > **Rebecca Lamarche Vadel**, Director, Lafayette Anticipations, Fondation des Galeries Lafayette, Paris
- > **Letizia Ragaglia**, Director, Kunstmuseum Liechtenstein, Vaduz

### **LCA Studio Legale Prize for Emergent**

Conceived as a partnership between miart and **LCA Studio Legale**, the prize of **€4,000** was established in 2015 and will be assigned to the best presentation within the section *Emergent*

#### **Jury:**

- > **Tom Engels**, Artistic Director, Grazer Kunstverein, Graz and Curator, 15th Baltic Triennial, Vilnius
- > **Amy Jones**, Curator, Wysing Arts Centre, Cambridge

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> **Fabian Schöneich**, Founder and Director, CCA Berlin – Center for Contemporary Arts, Berlin

**Fondazione Henraux Sculpture Commission**

The second edition of **Fondazione Henraux Sculpture Commission** is an annual event that provides for the production of a marble work to an artist identified from the *Established* section of the fair by a jury constituted for the occasion and headed by Edoardo Bonaspetti, Henraux Foundation's Artistic Director. Fondazione Henraux Sculpture Commission includes a cash reward and the activation of a residency at the **Henraux** headquarters and quarries in Querceta di Seravezza (LU) where the artist will have the chance to produce the sculpture, assisted by skilled craftsmen and innovative technologies. The sculpture will be unveiled during Art Week 2025 in a Milan public art Institution.

**Jury:**

- > **Mohamed Almusibli**, Director/Curator, Kunsthalle Basel, Basel
- > **Edoardo Bonaspetti**, Artistic Director, Fondazione Henraux, Querceta di Seravezza; Founder and Co-Director Ordet and Lenz Press, Milan
- > **Gianfranco Maraniello**, Director, Area Museums of Modern and Contemporary Art, City of Milan
- > **Abaseh Mirvali**, Art and Architecture Curator & Cultural Strategist, Mexico City/San Francisco

**Orbital Cultura – Nexi Group Prize**

The Orbital Cultura - Nexi Group Award, now in its second edition, is the only prize exclusively **dedicated to photography** with the aim to provide Italian historical museums with contemporary and high-quality images. Selected among those represented by the galleries in the *Established* and Portal sections, one artist will be commissioned to create a photographic documentation work of the external buildings and common spaces of a museum complex with an award of **€10,000**. To generate a further link between the fair and the city, this second edition is realized in collaboration with the City of Milan on the occasion of Milan Art Week and is dedicated to **Castello Sforzesco**.

**Jury:**

- > **Paola Nicolin**, Contemporary Art Historian, Artistic Director XNL Piacenza Arte – Fondazione Piacenza and Vigevano, Lecturer in Contemporary Art History and Museum Studies, Università Bocconi, Milan
- > **Silvia Paoli**, Art and Photography Historian, Cultural Heritage Conservator and Manager, Civico Archivio Fotografico, Milan
- > **Francesco Zanut**, Jury President, Curator, Essayist, Photo Critic, Artistic Director, Biennale Foto/Industria Fondazione MAST, Bologna, Director, Master in Photography, NABA, Milan

**Matteo Visconti di Modrone Prize**

The prize, in memory of the President of Fonderia Artistica Battaglia, has a value of **€10,000** and will be assigned to an artist who will realize his sculpture in **Fonderia Artistica Battaglia** with the assistance of its artisans.

**Jury:**

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- > **Francesco Arena**, Artist, Cassano delle Murge
- > **Bruna Roccasalva**, Artistic Director, Fondazione Furla, Milan
- > **Bernabò Visconti di Modrone**, Founder and CEO Artshell, President and CEO Fonderia Artistica Battaglia, CEO Condense, Milan
- > **Velasco Vitali**, Artist, Bellano – Milan

**SZ Sugar miart commission**

First edition of the **SZ Sugar** miart Commission, worth **€5.000**. For the first time in the history of miart and SZ Sugar music publishing an artist has been commissioned to produce a work of art on the first page of a music sheet, through an Open Call. The chosen song for the first edition is "Allez-hop", a mimic tale for mezzo-soprano, 8 mimes, ballet and orchestra, composed between 1952 and 1959 by Luciano Berio. Featuring texts by Italo Calvino, who narrates the life of the bored bourgeois agitated by a flea that escaped from its tamer. It meant to be a social critique by the two artists toward the stiffness of the 1950s.

SZ Sugar music publishing, with the support of a curatorial team, selected all the sketches received to nominate the winning project. The awarded work will be presented during the fair in the space dedicated to SZ Sugar music publishing.

**Residenza 725 Prize**

First edition of the Residenza 725 Prize, worth **€5.000**, which will be assigned to the best project within the *Portal* section. The prize is named to the homonymous Residenza 725, the physical and digital platform that gathers culture and the phygital commerce universe: an evolution for **Coltorti**, a reality that has operated in the luxury retail for 90 years, collaborating with the world's best brand of fashion, design, beauty and lifestyle.

**Jury:**

- > **Licia Bonesi**, Head of Buying & Art Director, Residenza 725, Milan
- > **Mariuccia Casadio**, Art Critic, Milan
- > **Eva Fabbris**, Director Museo Madre - Fondazione Donnaregina per le arti contemporanee, Naples

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

Established in 2009 as first prize in miart, it achieves its 14th 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**.

**Jury:**

- > **Laura Cherubini**, Former Professor of Contemporary Art History, Brera Fine Arts Academy, Milan
- > **Christian Marinotti**, Creator of this prize, Publisher, Professor of Art History, Architecture Course, Politecnico, Milan
- > **Giorgio Verzotti**, Art Critic and Curator, Correspondent from Italy for the magazine ArtForum, Lecturer in Contemporary Aesthetics, Catholic University, Milan

**Massimo Giorgetti Prize**

At its second edition, the prize stems from the desire of the fashion designer and collector **Massimo Giorgetti** to support young artists at the beginning of their careers. The prize worth **€5,000** will be awarded to an emerging artist to support their practice

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and research.

**Jury:**

> **Margherita Castiglioni**, Art Consultant, Milan

> **Stefano Cernuschi**, Co-Director, Ordet, Milan

> **Massimo Giorgetti**, Founder and Creative Director, MSGM, Milan

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PROGRAM

Friday April 12  
FOCUS: MOVING IMAGES AND MUSIC

@Starbucks Reserve™ Roastery Milan, piazza Cordusio 3

- 10:30 AM  
**Breakfast with MASBEDO on Ritratto di città**  
MASBEDO, artistic duo formed by Nicolò Massazza and Iacopo Bedogni, in conversation with **Cloe Piccoli**, art critic and curator

@miartalks lounge

- 2 PM  
**Together? Together**  
**Gioia Dal Molin**, Head Curator and Artistic Director, Istituto Svizzero, Milan/Rome, in conversation with **Barbara Casavecchia**, Editor in Chief, Mousse Magazine
- 3.30 PM  
**Beyond Berio**  
**David Lieske**, artist, winner of the *SZ Sugar miart commission*, in conversation with **Filippo del Corno**, composer, and **Nicola Sani**, Artistic Director, Fondazione Accademia Musicale Chigiana, Siena
- 5 PM  
**Centro di gravità permanente**  
**Raphael Gualazzi**, singer-songwriter and pianist, in conversation with **Nicola Ricciardi**, Artistic Director, miart
- 6.30 PM  
**Musica senza spazio e senza tempo**  
**Lorenzo Senni**, artist and musician, in conversation with **Carlo Pastore**, Artistic Director, MI AMI Festival. Moderated by **Nicola Ricciardi**, Artistic Director, miart

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Saturday April 13  
FOCUS: ARCHITECTURE AND DESIGN

@Starbucks Reserve™ Roastery Milan, piazza Cordusio 3

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FIERA MILANO

miart

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- 10:30 AM  
***Il sole che scende in un ufficio pubblico***  
**David Horvitz**, artist, in conversation with **SPECIFIC**, multidisciplinary design and production laboratory. Moderated by **Nicola Ricciardi**, Artistic Director, miart

@miartalks lounge

- 2 PM  
***From Mountain Thoughts to Energies***  
**Stefanie Hessler**, Director, Swiss Institute, New York, in conversation with **Lorenzo Giusti**, Director, GAMEC, Bergamo. Moderated by **Abaseh Mirvali**, curator and cultural strategist
- 3.30 PM  
***Materia Natura***  
**Maria Cristina Didero**, independent curator, in conversation with **Roberto Sironi**, designer. Talk organized in collaboration with fuorisalone.it
- 5 PM  
***Esplorazione del paesaggio e dispositivi spaziali***  
**Giovanna Silva**, photographer and Editor in Chief, Humboldt Books, in conversation with **EX.**, design studio founded by Andrea Cassi and Michele Versaci
- 6.30 PM  
***The convivial laboratory. Otherness and other forms of inclusion***  
**LEMONOT**, platform for architecture and performing arts founded by Sabrina Morreale and Lorenzo Perri, in conversation with **Ethel Baraona Pohl**, Co-Founder, dpr-barcelona. Talk organized in collaboration with BASE Milano

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**Sunday April 14**

**FOCUS: MUSEUMS AND OTHER INSTITUTIONS**

@Starbucks Reserve™ Roastery Milan, piazza Cordusio 3

- 10.30 AM  
***Il fulmine governa ogni cosa: L'idea di supporto come concetto cardine nel lavoro di Francesco Arena alla Fondazione Nicola Del Roscio***  
**Francesco Arena**, artist, in conversation with **Carlotta Spinelli** and **Davide Pellicciari**, Curators, Fondazione Nicola Del Roscio, Rome

@miartalks lounge

- 2 PM  
***RENAISSANCE. New regenerative artistic practices***  
**Leonie Radine**, Curator, MUSEION, Bolzano, in conversation with Lorenza Longhi, artist
- 4.30 PM  
***Ritratto di città. 20/20.000 Hz. Un progetto di MASBEDO a cura di Cloe***

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***Piccoli, presentato da Fondazione ICA Milano***

**MASBEDO**, artistic duo formed by Nicolò Massazza and Iacopo Bedogni, in conversation with **Cloe Piccoli**, art critic and curator, and **Alberto Salvadori**, Director and Founder, Fondazione ICA, Milan

• 6 PM

***L'artista plurale oltre il tempo e lo spazio***

**Ivan Fedele**, composer and former Director of the Music Department, La Biennale di Venezia, in conversation with **Giovanni Verrando**, composer. Moderated by **Nicola Ricciardi**, Artistic Director, miart

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**miart 2024**

### ***no time no space***

**The visual campaign accompanying miart 2024 until it opens to the public on 12 April 2024**

***no time no space***: this is the title of the **visual campaign** for **miart 2024**, the **twenty-eighth edition of Milan's modern and contemporary art fair** organised by **Fiera Milano** and directed by **Nicola Ricciardi**, which is taking place **from 12 to 14 April 2024**.

For the third 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 the American photographer **Charlie Engman** in order to propose a surreal journey and reveal a world where art, nature and reality are joined together.

The campaign explores the **theme of the *portal* as a metaphor for an interstitial passage between different realities**. Like in a vivid dream, Engman - who is well-known for his work among photography and artificial intelligence that challenges the limits of traditional image - **blurs the boundaries between reality and imagination**: dolphins are represented while dancing old Viennese waltzes in an attempt to evoke, as in a text by André Breton, a sense of temporal and spatial suspension, a parallel universe in which **the animal world seems to have replaced the human one**. The interaction between real and artificial photographic elements makes it difficult to discern between reality and fiction, challenging the viewer's perception with the invitation to enter these dreamlike worlds and reflect on the fluid nature of reality and art.

## 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 Anticamera, 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

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*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

**Charlie Engman** is a Brooklyn-based photographer, director, and art director whose work pushes the limits of traditional image making, simultaneously principled and irreverent — imbued with both the weird and wonderful. Engman draws inspiration from his degree in Japanese and Korean studies from the University of Oxford and his training in modern dance. He is a recognized leader in the world of AI art, constantly investigating and challenging the limits of the medium. His work has been featured across AnOther Magazine, Dazed, Garage, POP, and T: The New York Times Style Magazine, among other publications. One of his latest work is *Mom* a book published by Patrick Frey. His commercial clients include Prada, Marni, Adidas, Hermès, Kenzo, Nike, Vivienne Westwood, and Stella McCartney. Engman has worked as Art Director at *Collina Strada* since 2019 — continuously pushing the creative & conceptual boundaries of the contemporary, sustainable brand.

**CREDITS**

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Photography: @charlieengman

Cabinet Team: Fabio Maragno, Nicola Narbone, Rossana Passalacqua, Benedetta Stefani, Francesco Valtolina

Sound: Luca Venturini @waltermagi\_

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ELLE DECOR ITALIA IS THE MEDIA PARTNER OF THE 28<sup>a</sup> EDITION OF MIART

*During the Milano Art Week, from 12 to 14 April,  
miart, the Modern and Contemporary Art fair  
in media partnership with Elle Decor Italia*

Milan, 28 March 2024 – Elle Decor Italia — the design, interiors and architecture brand of Hearst — Elle Decor Italia confirms its **media partnership** with the international modern and contemporary art fair also this year **miart** — **Milan from 12 to 14 April** — involving 178 international galleries with art works, from painting to photography, sculpture to video and installations.

For the occasion **Elle Decor Italia** is in the newsstands with its **March issue** entitled 'SPAZIO ALL'ARTE' which devotes special attention to the **miart** preview and offers an exceptional tour of the best galleries to be discovered in the city, as well as celebrating art in its encounter-contamination with fashion, architecture, and cinema. The issue's editorial agenda includes an interview with **Adriano Pedrosa**, curator of the forthcoming **International Art Exhibition in Venice**, and a special photo report, set in the Milan location of the **Lia Rumma** gallery, which combines design objects with the art works by **Giuliano Dal Molin**. Paintings, sculptures, and installations are of course also protagonists of the houses, designed by **Calvi Brambilla and Partners** in Milan, **Annabelle Selldorf** in New York, and **Giuliano Andrea dell'Uva** in Naples. Interiors designed by sensible authors, who have conceived layouts, chosen materials, colors and surfaces, studying space and light to define places where one can live with art in a casual manner. In an intense dialogue, cultured and never forced, between functionality and lifestyle.

Elle Decor Italia's digital platform supports **miart**, with live coverage during the days of the event on the **elledecor.com/it website and social profiles**.

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## Matteo Visconti di Modrone Award

*in memory of the President of Fonderia Artistica Battaglia*

*The winner, chosen from among the artists exhibiting at **miart**, the **international modern and contemporary art fair in Milan**, organised by **Fiera Milano**, will be able to realize his/her work at Fonderia Artistica Battaglia with the assistance of its artisans. The winner will be selected by a jury made up of artists and curators: Francesco Arena, Bruna Roccasalva, Velasco Vitali and the President of the Foundry, Bernabò Visconti di Modrone as President of the Jury.*

This is a story of yesteryear, perhaps, and of high values, which unites a reality, the Fonderia Artistica Battaglia active in Milan since 1913, with a man, Matteo Visconti di Modrone who became its President in 1999. Or vice versa. Matteo Visconti, who passed away in January 2023, knew, deeply wanted, to enhance the glorious past of this reality, its artistic and historical drive, the cultural significance that pervaded it in over a century of activity, and that earned him the Ambrogino d'oro in 1961. To commemorate the figure of the educated and cultured entrepreneur - but also patron - and lover of culture, books, art and his Foundry, the Matteo Visconti di Modrone Award has been created in collaboration with miart. It is instituted by the Visconti family, assuming the responsibility of continuing with passion the history and tradition of the Foundry.

The history of Battaglia is deeply intertwined with the history of art and the city of Milan. Mario Lepore wrote in 1964 in the introduction to the book on the Foundry's 50th anniversary, giving voice to the passion that drove Matteo Visconti to undertake so many initiatives at the Foundry to promote contemporary art, bronze casting and young artists:

*«The word 'foundry' always evokes a fascinating image in me, made of reality. And fantasy together. I see a gush of liquid, gleaming metal gushing from a fiery crucible and creeping, sizzling and enveloping itself in vapour, within the brownish earthen mass of the mould. And I still seem to see several men all around a pit, in which that block of earth soaks its matrices of molten metal».*

The winner will be selected from among the artists exhibiting at miart, the international fair of modern and contemporary art to be held from 14 to 16 April in Milan, and will be able to realize the work in Battaglia with the assistance of the artisans working there, for a value of 10,000 euro. The prize will be awarded by a jury composed of artists and curators, friends of Matteo Visconti whom he met while working at the Foundry.

Lepore continues: *«In the foundry, no machine can completely replace man, as sometimes happens in the industrial steel industry. None has his sensitivity, his skill, his talent. Nor does it succeed in abolishing his anxiety, his suffering, at the moment in which the work of art from the labile original forms, at the mercy of fire and metal, recreates itself in the substance that is definitively its own, that will make it last through the centuries. The cycle of metamorphosis unites the artist-creator with the craftsman, his necessary auxiliary, in the closest and, ultimately, most moving way. Both feel themselves to be participants in the same ritual, both aim - each according to their own function, and yet trembling together with their companion - at the same goal.*



*[...] At Battaglia's, the aura of craftsmanship, with its basic characteristic of love for what one does, with the continuous experimentation of individual skill and resourcefulness born of personal experience and inventiveness tested by necessity, has not been extinguished by the industrial factor; quite the opposite. And so has the warmth of the human relationship, which is always necessary and even vital for the artist. This explains why the workshop has been able and can produce colossal works that are both difficult and exemplary; why what comes out of it is always excellent; why, whatever the material to be used, this excellence does not diminish. The artists have known this for half a century: not only the Italians, but also the foreigners who are many and from all over the world turn here.*

*Those who go to Via Stilicone (since 2019, the Foundry has moved to Via Oslavia, in the Lambrate district of Milan, ed.) end up being at home; if they want, they can even work there: there is a studio that can accommodate them, and even if it is already full, they end up finding a place somewhere for the sculptor who cannot go elsewhere.*

*This close and friendly contact with the artist is an old rule of the foundry: like that of the chosen, upscale craftsman; like that of the ancient firm honesty. And there is something even more secret in his constant discretion practiced with generosity, with cordiality: that cordiality at times tinged with a sort of good-natured 'brusqueness', which is then the demure shield of sentiment, and is all Milanese. I mean the concrete help I brought to the artist in a thousand ways, the trust intelligently accorded to his genius».*

The jury of the Matteo Visconti di Modrone Award is composed by:

**Francesco Arena** is an artist, he was born in 1978. He lives in Cassano delle Murge in the province of Bari. He had several solo and group exhibitions in public and private spaces including: Olnick Spanu Art Program, Garrison, NY; Frac Champagne-Ardenne, Reims; Museion, Bolzano; De Vleeshal, Middelburg; Galleria Raffaella Cortese, Milan; Sprovieri, London; Museo Maxxi, Rome; Villa Arson, Nice; Walker Art Center, Minneapolis; Museo Madre, Naples; Kunstmuseum, St. Gallen; Castello di Rivoli, Rivoli; Studio Trisorio, Naples.

**Bruna Roccasalva** is Artistic Director of Fondazione Furla. She was co-director of the Peep-Hole Art Centre, which she co-founded in 2009. She has been Editor of Peep-Hole Sheet, a three-monthly magazine of artists' writings, Editor in Chief of L'Officiel Art and Head of Publications for Mousse Publishing. From 2009 to 2016 she was Associate Curator at GAMeC - Galleria d'Arte Moderna e Contemporanea di Bergamo.

**Velasco Vitali** was born in Bellano in 1960.

The beginning was marked by his meeting with Giovanni Testori and the exhibition 'Artists and Writers' at the Rotonda della Besana in Milan. At the end of the 1990s he was at the Quadriennale in Rome and in 2004 Electa published Velasco 20. "In 2005, his works entered the MACRO collection; in 2007 he produced, curated by Danilo Eccher, 'Immagini, forme e natura delle Alpi' and in 2008 'LATO4'. In 2011 he was at the Italian Pavilion of the Venice Biennale and in 2013 he presented "Foresta rossa, 416 città fantasma nel mondo" at the Milan Triennale. In February 2015



he was at the Berlinale, winner of the FIPRESCI prize, as producer of "Il gesto delle mani", directed by Francesco Clerici. In 2017 he curates and designs, with the collaboration of Peter Greenaway, the exhibition of his father Giancarlo Vitali "Time out", at Palazzo Reale, Castello Sforzesco, Museo di Storia Naturale and Casa del Manzoni, and between 2021 and 2022 he collaborates with the Fondazione Giovanni Falcone in Palermo on the project Spazi Capaci, a monumental intervention at the bunker hall of the Ucciardone prison and five other institutional venues in the city.

**Bernabò Visconti di Modrone**, born in Milan in 1984, is the founder and CEO of Artshell, a Milan-based start-up founded in 2018 to offer innovative technological solutions to the Italian and international art system. Its digital services, designed to meet the different needs of the various players in the sector simplify art management with a fully integrated approach.

Since 2023 he has been CEO of the newly founded Condense Srl, a web agency specialising in the cloud native ecosystem, which operates in software design and development, promoting digital transformation with a lean-mindset approach and the adoption of agile methodologies.

Since 2023, he has also been president and CEO of Fonderia Artistica Battaglia, founded in Milan in 1913, which for more than a century has been involved in the creation of monumental and sculptural works of great historical and artistic importance through lost-wax bronze casting.



## Miart - Herno Prize 2024

The liaison between Herno and Miart began in 2015 with the creation of the 'Herno Prize' dedicated to the best exhibition project, understood as an enhancement of the display concept. If absolute quality and know-how are the foundations of a creation, whatever it may be, it is certain that the way of displaying and communicating it is equally necessary and unavoidable in order to esteem and appreciate what one has created. Besides being a further stimulus to dialogue and curiosity.

The affinity between the art and fashion worlds is clear, but this participation at Miart also testifies to Claudio Marenzi's journey and history at Herno through his passion for contemporary art.

From the HQ in Lesa, where contemporary works of art enliven the production buildings and coexist with the everyday life of over 350 people, to the new Spazio Herno Milano opened last February, art is the protagonist with artworks selected according to precise criteria, aligned with the brand's philosophy and that of its president "because beauty must be part of everyday life".

For this Miart 2024 edition, in the 3000 square meters of the new Herno Showroom, contemporary art has a relevant and specific space: it is deliberately dedicated to women. Two artists are exhibited, and both are guests of Herno during Miart: Pae White and Latifa Echakhch.

Several works by these two authors, among the favorites of the Marenzi collection, are already present in the lake location, to inspire daily with their strongly social themes, but also as an explicit homage to the most numerous workforces in the lake company, as in every fashion company, women.

*"Fair Winds & Following Seas", commissioned and strongly desired by Claudio Marenzi, is the imposing work that Pae White worked on and created directly in the hall to welcome guests and staff in a whirlwind of colours evoked by a delicate movement: "I was inspired by the wish for good luck that sailors exchange before departure and the wish for a good return, and I chose this quotation for the title because of what I personally learnt from Claudio, and so the blue support cables refer to the sea and favorable winds."*

# HERNO

Latifa Echakhch's "*Fantasia*", "was a thunderbolt during the last Venice Biennale where it was exhibited," says Marenzi.

The artist expressed a path between nations unable to communicate, telling us about the fragility of the concept of borders, belonging and cultural eradication. It is a dense network of flagpoles, identical to each other, sticking out of the ground.

However, it is the flags that are missing.

And with them, the messages of confident optimism in international cooperation that national flags have the ability to suggest by waving in front of important buildings are also missing. Without a particular flag that make them identifiable, the flagpoles recall a generalised symbol of the nation state; and their crowding and mutual interference can be interpreted as the innumerable swarming arms of state bureaucracy and also as machinations of global politics.

At the same time, the bare flagpoles represent an invitation to contemplate the reversible and relative nature of national symbols and the identities they represent, thus appealing to the idea of multiculturalism.

Once again, art offers opportunities for reflection and involvement, even in the workplace, in everyday life, and for anyone who will visit and animate this new Spazio Herno.

Founded in 1948, Herno S.p.A. is recognised as a synonym for urban outerwear and has experienced a major development in the last decade under the leadership of Claudio Marenzi, representative of the second generation of the family. It is thanks to him that it has become strongly rooted in the territory, maintaining creative and productive control by redesigning the company with a new strategy that focuses on the enhancement of talent, sustainability and technology. In 2021, Herno acquires the Montura brand for 55%, and enters the outdoor sector for all intents and purposes. Marenzi assumes the role of President and CEO, while for Herno from 2023 he retains the position of President and appoints Gabriele Baldinotti CEO, his right-hand man since the relaunch of the proprietary brand. In recent years, the collections have expanded and, around outerwear, additional product categories have been added to complete the lifestyle.



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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. The Firm can count on a department dedicated to **art law**, which offers an all-encompassing consultancy on various aspects: contractual, logistical, insurance, criminal, as well as related to copyright, advertising, generational transition, anti-money laundering, cultural patronage along with areas that have emerged in recent years such as financial services and artificial intelligence.

The department consists of an interdisciplinary group of professionals who share the same passion for art. Thanks to an extensive experience in legal and fiscal assistance and a well-established network in the cultural sector, the team supports collectors, galleries, museums, auction houses, artists, foundations, and associations with tailor-made, constantly updated advisory services to meet the evolving needs of the industry.

## Law is Art!

Alongside the assistance activity, the *Law is Art!* project was launched in 2013 to combine support for art and in particular for Italian artists – especially emerging and mid-career artists – with the mission of making contemporary art more accessible to the public. Its main areas of action include the creation of exhibitions, the support and collaboration with public and private cultural institutions, and an ongoing offer of conferences and training events.

Over the past ten years, LCA has involved artists such as **Francesco Arena, Stefano Arienti, Letizia Battaglia, Botto & Bruno, Mattia Bosco, Chiara Camoni, Silvia Camporesi, Letizia Cariello, Loris Cecchini, R  di Martino, Franco Guerzoni, Michele Guido, Sabrina Mezzaqui, Brigitte March Niedermeir, Marta Spagnoli, Alessandra Spranzi, Tatiana Trouv , Silvio Wolf** in solo exhibitions designed specifically to be hosted in its offices and at the historical Palazzo Borromeo in Milan.

The sponsorship of **miart** has been continuing since 2014 through the **LCA for Emergent** prize, awarded to the best emerging gallery participating to the fair. As every year, during the Milan Art Week, LCA brings contemporary art to Palazzo Borromeo with the exhibition «The air between the leaves» by **Loris Cecchini**, opening on Tuesday 9 April.

The firm's strong ties with the city of Milan have also led LCA to continuously support other local museums and cultural entities, including the **Poldi Pezzoli Museum Friends Association** and the **PAC – Padiglione d'Arte Contemporanea**.

In 2024 LCA founds **Art Floor** – a service hub for the art world located on the first floor of the firm's building in Via della Moscova 18, Milan – together with **Artshell, Condense, Fonderia Artistica Battaglia, Lara Facco P&C** and **Mazzini Lab Benefit**, as a result of all the partners' constant commitment to the industry.

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Member of



# MSGM

## Company Profile

MSGM is a fashion brand that was created in 2009 by Massimo Giorgetti in partnership with Paoloni Group. The womenswear, menswear and accessories collections are designed by Massimo Giorgetti, and made entirely in Italy by Paoloni Group who guarantees high standards for both development and final manufacturing. Distribution of the ready to wear and accessories is managed in house. A pronounced ability to spot a trend, and a young and motivated team: these are MSGM's winning cards, as it sets out at a delicate moment in history.

It is a simple mix: always up to date, and constant new sources of inspiration, starting from contemporary art and music. Massimo Giorgetti knows how to combine his passions with all the most innovative aesthetic and artistic expressions of the digital world. The outcome is a kaleidoscope of colors, shapes and lines that inexorably capture the public's attention, making MSGM one of the most intriguing fashion brands of the moment. People who buy MSGM know they can express themselves in complete freedom, with a touch of creativity which is completely personal and almost irreverent.

Since its first collection in spring-summer 2010, MSGM has enjoyed success with the media, buyers and the public. "Vogue Talents" has identified it as one of the best emerging collections and the brand is a finalist in the "Who's on next?" competition for new fashion talents.

The first MSGM flagship store was opened in 2013 in Via Ponte Vetero, in the heart of the Brera area in Milan. The concept was inspired by the brand's DNA: an installation of contemporary visual art. It served as a trailblazer for the format which has subsequently been exported throughout the world.

In 2015 two mono-brand MSGM stores were opened: the first, in May, in Paterson Street in Hong Kong, and the second in April, in the Dubai Mall in Dubai. In addition to these important new openings, a shop-in-shop was opened in the Takashimaya Mall in Singapore.

2016 saw five openings: Ometasando in Tokyo in March; City Walk 2 in Dubai in April; Pacific Place in Hong Kong in June; and in September, Parisian Mall in Macau, and also Sanlitun in Beijing.

In 2017 was set to be packed with new openings. Retail development in the Asian market continues with the inauguration in October of the first store in Shanghai inside the REEL department store, and the opening of a new corner in Seoul, the starting point for a larger development plan over the next few years.

Also MSGM opened the first MSGM corner in Italy, at La Rinascente in Milan, which will be followed by that in the new La Rinascente store in Rome, in Via del Tritone.

The MSGM collections are also available in over 600 multibrand stores, department stores and e-commerce sites worldwide. In February 2018 the private equity fund STYLE CAPITAL signs an investment agreement to take over a share of MSGM Srl, Massimo Giorgetti will continue to play the role of artistic and creative director of the brand. 2019 marks MSGM's 10th anniversary. The brand starts the celebrations in June, showing as a Special Guest at Pitti Immagine Uomo 96 in Florence, while September 21 is the date of the big anniversary show, taking place at Milan's Triennale Museum, followed by the opening of the new flagship store on Brera's Via Broletto. The anniversary year sees MSGM teaming up on a series of exciting collaborations with partners like Fila, FlashArt, Zanichelli and Venini among the others. In 2020, an anniversary book titled MSGM10! The (In)complete Brand Anthology, retracing the brand's 10 years of activity, is published by Rizzoli New York and distributed in fashion libraries worldwide.

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Orbital Cultura has been operating in the museum services sector for over thirty years, providing innovative solutions drawing on the convergence of traditional and multi-channel strategies for museums and cultural institutions.

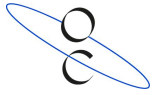
Our aim is to support and enhance museums and cultural institutions by investing together with them in bespoke solutions, attentive to their needs and in line with the most advanced technologies, to optimise their resources and increase revenues.

Our activity is not limited to the tech end, such as the implementation of physical and virtual ticketing systems, the creation of customised apps, E-commerce, and audio guides, but extends to the production of certified Italian-made merchandise, mindful of the sustainability of materials and processes, to fundraising and to projects for the enhancement of historical and artistic heritage.

In addition to the Orbital Cultura - Nexi Group award, our company has devised:

- **Fundraising:** an online fundraising platform that puts the organisation in direct contact with its benefactors and where the donor can donate with a simple click without intermediaries or fees. The system is made available free of charge and allows users to take advantage of the Art Bonus, the fiscal tool of the Ministry of Cultural Heritage.
- **FAST-IN:** a mobile ticket office developed for the NexiSmartPOS® terminal and SIAE certified, which can be activated whenever and wherever needed. For the first time, it allows ticketing without the encumbrance of the physical till, without cash and without paper tickets, cutting down waiting times and queues at the entrance, and significantly reducing the number of printed tickets, with a view to respect for the environment and sustainability. FAST-IN makes it possible to overcome architectural barriers in museums, facilitating access even for visitors with disabilities. An effective response to an essential need for all cultural institutions today.
- Certified and customised **merchandise**, designed and produced by us, fostering territorial proximity (Made in Italy) and the sustainability of materials and processes; guaranteed by collaborations with companies certified in the use of renewable energies and in compliance with fair trade standards.
- **BeCulture** is the platform that brings together the museums we serve. Designed to offer an additional channel of visibility and sales for our customers, BeCulture brings together the products of all the museums in a single, simplified, and secure purchase: from ticketing to publishing, from merchandise to guided tours. BeCulture is an open, evolving project, always on the lookout for new synergies and collaborations, with the ambition of providing an effective service that amplifies visibility and inducement even for lesser-known realities. BeCulture has the ambition of becoming the tool and reference point for all travelers, enthusiasts and those curious about art and culture. Through in-depth information and thematic routes, users can create customized visits built around their own interests and





benefit from an agile and secure purchase. A single shopping cart for tickets, publishing, merchandise, and other experiences, across all museums.

The museums we serve include: ADI Design Museum, La Biennale di Venezia, Le Gallerie degli Uffizi, Galleria dell'Accademia, Musei del Bargello, Museo Archeologico Nazionale di Firenze, Museo dell'Opera del Duomo di Firenze, Maggio Musicale Fiorentino, Musei Civici di Siena, Museo Galileo, Castel Sant'Angelo, Galleria Spada, Museo Nazionale di Matera, Parco Archeologico di Pompei.

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R.I. Florence n° 04766270484 - Cap. Soc. Euro 855.000 int.vers.



# RESIDENZA 725

RESIDENZA 725 is a **phygital fashion & luxury retail destination**, challenging commerce status quo by putting content, **purpose and culture at the center of its offering and message**.

*Residenza* means “Residency”, and to the world of art residencies it recalls and belongs. Fashion is a cultural act, and so it is art. Talents and artists are our guests, as they become hosts to our audience.

RESIDENZA 725 is a **shopping universe, a land of culture**.

Purchase can be the most powerful act of self-definition. More than a mere retail space, RESIDENZA 725 is the cultural hub transcending common commerce functions, engaging its audience on a different level: with culture, and purpose.

Under the same sky, RESIDENZA 725 integrates **a lifestyle boutique, an art gallery, a design space, a book shop, and a phygital community environment**.

**Culture is a matter of participation**, rather than possession, and so it is luxury and fashion. The universe of RESIDENZA 725 is built to **empower true involvement**:

- MONTHLY EVENTS
- SPONSORSHIPS & PHILANTHROPIES
- POP-UP & CUSTOM WINDOWS
- PARTNERSHIPS WITH BRANDS
- UNEXPECTED COLLABS
- PRIVATE EVENTS WITH KOL
- EDITORIAL CROSS POSTING
- ONLINE CONTENT ACTIVATIONS

RESIDENZA 725 has no fixed shape. It resembles the essence of the talents and content it hosts, empowering their creativity. RESIDENZA 725 is **an outpost to people’s journey** through research and inspiration. Whether it is commercial or editorial, physical or digital, RESIDENZA 725 designs its **content with a curatorial purpose** - worth watching, inspiring, unexpected and conceptually grounded.

Photographers, performers, magazines, musicians, dancers, artists: an art residency is never constrained to one single field of practice. RESIDENZA 725 operates in the very same way. RESIDENZA 725 contents and collaborations include: open physical events with live performances, private dinners with uncommon chefs, physical experiences with a digital coverage, editorial stories, merch collaborations, artistic customizations, stunning installations, and so much more.

**Curation is key. Content is paramount.** RESIDENZA 725 operates as a magazine itself, outreaching to talents and artists scouted and selected for their point of view and creative practice.

The outcome varies, while RESIDENZA 725 mission stays untouched: challenging every partner to push its boundaries forward within every project.

RESIDENZA 725 is about **everything money can’t buy**: culture, inspiration, sense of self.

# RESIDENZA 725

## **ABOUT RESIDENZA 725:**

RESIDENZA 725 is a unique luxury retail destination that fosters a cultural ecosystem where different forms of expression and languages converge to create a new customer experience.

With four stores in Italy and an omnichannel digital platform, RESIDENZA 725 builds on the nearly ninety-year legacy of COLTORTI, evolving its path of growth and success.

WWW: [RESIDENZA725.COM](https://www.residenza725.com)

INSTAGRAM: [RESIDENZA725](https://www.instagram.com/residenza725)



**RUINART, the oldest Champagne House,  
reveals Carte Blanche program 2024 and confirms its commitment in the art world**

Milan, March 2024 – In occasion of the XXVIII edition of **miart**, the international fair of modern and contemporary art which will be held from April 12<sup>th</sup> to April 14<sup>th</sup>, Maison Ruinart will be the official partner for the eleventh consecutive year, and will unveil, for the first time in Italy, the Carte Blanche program 2024.

With this new program entitled ***Conversations with Nature***, Ruinart renews its commitment in the kind of art that transforms, connects and enlightens, suggesting an original and collective vision. Guided by six artists from all over the world, Ruinart offers a unique perspective of significant dialogue between all kinds of living beings.

Ruinart VIP Lounge at miart will be the ideal display to present one of the six artists of Carte Blanche 2024, showcasing artworks inspired by the oldest Champagne House. While the emotions they arouse will connect us to the beauty and fragility of our planet, these creations will be a call to action in the face of the challenges posed by the Anthropocene.

It will be the occasion for visitors, enthusiasts and art experts to meet one of the Carte Blanche artists 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 11 years now. Maison Ruinart is renowned all over the world for being the Champagne of contemporary art and for its constant commitment to protecting the environment and fighting climate change", declares Silvia Rossetto, Ruinart Senior Brand Manager, "These values are also reflected in many important activities that the Maison carries out in the field of contemporary art and we are pleased that miart is the privileged stage for the Carte Blanche project which, in 2024, has an original and captivating vision!"*

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 and to Eva Jospin. 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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## *A Personal Living Experience*

Saba was established in 1987 by Amelia Pegorin in northern Italy near Padua and has worked ever since in the pursuit of relaxing design concepts. Saba is an all-round feminine brand: from the team spirit that animates it, to the collaborations it selects. It is one of the few companies in the sector to be guided by a woman entrepreneur who, with her overall vision and material aesthetic, has led the company to success by means of a keen creative sensibility and a humanistic approach to business. Her daughter, Alessandra Santi, joined the company in 2008 as Head of Communication and has, since then, given the brand a new form as well as enhancing its visibility internationally.

What guides Saba is the idea of happiness, for us a sofa can't be just beautiful and well made, design has to improve the quality of life and ultimately make people happier, that is what led us to shift the observation from the product to the people.

Our approach aims at freeing from structural constraints and eliminating such boundaries through formulas made of light human gestures. Taking apart the basic elements that make up a sofa and allow them to be composed and decomposed in a thousand different ways, giving everyone the opportunity to change the geography of space.

What also distinguishes Saba is its unmistakable way of combining every shape to the poetry of color as well as its dedication to high quality textile. Saba's designs are tailor-made: the company offers the possibility of choosing among a vast choice of textiles and different esthetical languages, giving the customer the opportunity of completely personalizing his Saba product.

*"A personal living experience"* is not just a simple slogan, but a genuine mood, an approach that has become an entrepreneurial adventure. A limited number of projects whose value, however, has grown over time, strengthening our identity. A good product, besides fulfilling a functional aspect, must also spark aesthetic emotions and include a sufficiently interesting poetic aspect that cannot be missing in good design.

Saba is more than a thought of elegance and esthetics, it can converge in forms of expression that cross more rational territories, where there is always a common thread that connects a contemplation of lightness and the constant possibility of choice.

In October 2018 Saba becomes part of the Italian Design Brands (IDB) group. The IDB model aims to work alongside the companies in order to maximize their potential on an international scale and to represent Italian interior design excellence and craftsmanship worldwide. Amelia Pegorin, CEO and Art Director of Saba, invested in the holding company, thus becoming part of the IDB project and management team.



STARBUCKS RESERVE™

## Starbucks Reserve™ Roastery Milano is partnering with miart 2024 talks

**The talks will be hosted on April 12, 13, and 14 at Allianz MiCo in the *miartalks* space curated by designer Matteo Cibic and at the Starbucks Reserve™ Roastery Milano**

*Milan, March 28, 2024* – Starbucks Reserve™ Roastery Milano initiates its first collaboration with miart, the international modern and contemporary art fair hosted by Fiera Milano, offering its support to host a program which will involve national and international artists, hosted both in the miartalks space set up at Allianz MiCo and at the Starbucks Reserve™ Roastery Milano in Piazza Cordusio.

The initiative confirms Starbucks' commitment to the arts to celebrate what connects and inspires us, offering opportunities for sharing with the community. The brand's goal is to create an ecosystem of innovative experiences: with Starbucks, coffee becomes a stimulus for creativity that brings people together to promote change.

Internationally renowned artist and designer Matteo Cibic curated the *miartalks* space set up at Allianz MiCo. The area is embellished with an installation of soft sculptures characterized by plants with lysergic fruits and fantastic creatures closely linked to the artist's surreal repertoire, blending metaphysical landscapes and imaginary characters into a dreamy and suggestive vision.

The collaboration between Matteo Cibic and Starbucks Reserve™ Roastery Milano has been ongoing since the Roastery opened and now includes a number of works by the designer: anthropomorphic figures from the *Ulysses and the Siren* collection, Domsai terrariums, and hand-decorated ceramic plates with illustrations of some of Milan's most representative icons, made exclusively for the brand.

The first talk of each of the three days of miart will be hosted at the *Arriviamo Bar* of the Starbucks Reserve™ Roastery Milano. On Friday, April 12, Saturday, April 13, and Sunday, April 14, the artists of the MASBEDO duo, David Horvitz, and Francesco Arena will participate. Subsequent debates will take place in the miartalks space at Fiera Milano curated by Matteo Cibic.

**Louise Mills, General Manager of Starbucks Reserve™ Roastery Milano**, commented: "We are proud to collaborate for the first time with miart to sponsor the talks. The project is part of Starbucks' broader commitment to celebrating and promoting art. Through coffee as a catalyst for creativity, Starbucks aims to achieve originality and change and to create meaningful experiences for its partners (employees), customers, and the entire community."

### **Starbucks Reserve™ Roastery Milano**

The Starbucks Reserve™ Roastery Milano is our tribute to the Italian espresso culture that inspired Howard Schultz in 1983 to create the Starbucks Experience. The Milano Roastery is a 2,300 square metre space where coffee is the true protagonist of the theatricality of roasting, brewing and mixology of drinks and cocktails based on Starbucks Reserve™ coffees. An immersive experience that activates all the senses: sight, touch, hearing, smell and taste to learn and explore the extraordinary



## STARBUCKS RESERVE™

journey of coffee from plantation to cup. The Starbucks Reserve™ Experience offers small-batch Arabica coffee beans from more than 30 producing countries around the world, roasted here in the only Starbucks Reserve™ Roastery in Europe, the Middle East and Africa, accompanied by bakery and pastry products from Princi Bakery in Milan.

**For further information about Starbucks Reserve™ Roastery Milano:**

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# SZ SUGAR

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## Company Profile

SZ Sugar

## EN

*Seek creation every day*

Catalogues of Italian and International contemporary, classical and modern art music

SZ Sugar was founded in 1907 in Milan with the name ESZ - Edizioni Suvini Zerboni, as an extension of the theatre company of the same name. It had brought several operettas to Italy, including Franz Lehar's "La vedova allegra" ("The Merry Widow"). In the decades that followed, thanks to the instinct of the new owner Ladislao Sugar, founder of the Sugar Music record label, the publishing house's catalogue expanded to include the best of contemporary Italian art music in addition to operetta classics. Since 1950, the publishing house represents several composers such as Ennio Morricone, Niccolò Castiglioni, Aldo Clementi, Franco Donatoni, Goffredo Petrassi, Luigi Dallapiccola and Henri Pousseur, spaziando da Ivan Fedele, Alessandro Solbiati, Stefano Gervasoni e Giovanni Verrando, fino a Malika Kishino, Aureliano Cattaneo, Federico Gardella, Riccardo Panfili, Filippo Perocco and many others. Starting from January 2024, Edizioni Suvini Zerboni becomes SZ Sugar.

## IT

*L'invenzione va cercata ogni giorno*

Cataloghi di musica contemporanea, classica e moderna, italiana e internazionale

SZ Sugar nasce nel 1907 a Milano con il nome ESZ - Edizioni Suvini Zerboni, come emanazione dell'omonima società teatrale che aveva portato in Italia diverse operette, tra cui "La vedova allegra" di Franz Lehar. Nei decenni successivi, grazie all'impulso del nuovo proprietario Ladislao Sugar, fondatore dell'etichetta discografica Sugar Music, il catalogo della casa editrice si amplia accogliendo, oltre ai classici dell'operetta, il meglio della musica colta contemporanea italiana. Dal 1950 la casa editrice rappresenta diversi compositori come Ennio Morricone, Niccolò Castiglioni, Aldo Clementi, Franco Donatoni, Goffredo Petrassi, Luigi Dallapiccola e Henri Pousseur, spaziando da Ivan Fedele, Alessandro Solbiati, Stefano Gervasoni e Giovanni Verrando, fino a Malika Kishino, Aureliano Cattaneo, Federico Gardella, Riccardo Panfili, Filippo Perocco e tanti altri. A partire da gennaio 2024, Edizioni Suvini Zerboni diventa SZ Sugar.

## **A Collection, a Mission**

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### **The Rotary Club Milano Brera and the Prize for Contemporary Art and Young Artists (The fourteenth edition – 2024)**

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 Giorgio Verzotti (Art critic and curator, lecturer in Contemporary Aesthetics at the Catholic University of Milan, correspondent from Italy for the magazine *ArtForum*), Laura Cherubini (Curator, former professor of Contemporary Art History at the Brera Fine Arts Academy of Milan) and Christian Marinotti (Publisher, professor of Art History, Architecture Course, Politecnico, Milan; creator of this prize).

# MASSIMO GIORGETTI

## Founder and Creative Director MSGM

Massimo Giorgetti was born in Rimini in 1977. Having always been passionate about fashion, contemporary art and Indie music (the groups MGMT and The Strokes inspired the name of the brand, MSGM), he undertook his first foray in the commercial field, then in the stylistic one.

His career is heterogeneous and wide-ranging, which allows him to not only have a stylistic vision of the fashion product, but also a commercial and strategic one.

In 2009, in partnership with Paoloni Group, he founded the MSGM brand, a label that immediately became synonymous of great commercial and press success, which has in its DNA a great design tradition, blending with the new millennium's hallmark desire for revolution.

In 2010, Massimo Giorgetti was listed as one of the best discoveries in the competition "Who's on Next", sponsored by Vogue Italia.

In Milan in 2013, he opened his first MSGM mono-brand boutique, after which London, Tokyo, Hong Kong, Dubai, Singapore, Macau, Beijing, Seoul were to follow throughout the years.

In these years he developed collaboration between Art and Fashion, with artists such as Maurizio Cattelan, Pierpaolo Ferrari, Nico Vascellari, Henry Hussey and the international art magazine Flash Art.

In 2015 he is appointed Creative Director of the brand Emilio Pucci a role that, by mutual agreement with the Pucci maison, he left in April 2017 having decided to return to focus 100% on his brand MSGM that was foreseeing great growth and a strong international development.

In February 2018 the private equity fund STYLE CAPITAL signs an investment agreement to take over a share of MSGM Srl, to support the international business development of the brand.

With the new organization, Massimo Giorgetti kept the role of Artistic and Creative Director of the brand.

2019 marked the 10th anniversary of the brand, the events to celebrate this milestone were many, new artistic collaborations were born with Flash Art and Peter Halley, Norbert Bisky and Todd Biennu and a limited design edition with Venini. Among the most significant events, the participation at Pitti Immagine Uomo 96 as a Special Anniversary guest with the Men's SS20 fashion show and the inauguration of the new Milan flagship store in September 2019 in the heart of Brera, within a historic location of 440 square meters. The anniversary year sees MSGM teaming up on a series of exciting collaborations with partners like Fila, FlashArt, Zanichelli and Venini among the others.

In 2020, an anniversary book titled MSGM10! The (In)complete Brand Anthology, retracing the brand's 10 years of activity, is published by Rizzoli New York and distributed in fashion libraries worldwide.

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