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miart

Milan's international modern and contemporary art fair
organized by Fiera Milano

miart 2025

among friends

4 – 6 April 2025

Preview 3 April 2025

Allianz MiCo Central - Level 0

Viale Lodovico Scarampo, Milan

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miart 2025: *among friends*

With 179 galleries from 31 countries across five continents, gathering over a hundred years of art under one roof, miart reaffirms its strength and status as a pivotal event on the European art fair circuit.

Significant returns and major first-time participants, such as Ben Brown Fine Arts, Sadie Coles HQ, MASSIMODECARLO, Meyer Riegger, Victoria Miro, and Esther Schipper, mark this year's strong international standing.

A wide-ranging programme of initiatives translates this year's curatorial theme into tangible experiences thanks to new museum exhibitions, happenings, and talks focusing on the legacy of Robert Rauschenberg.

Milan, 3 February 2025 — **Fiera Milano** presents the 29th edition of **miart**, the **international modern and contemporary art fair**, taking place **from 4 to 6 April 2025** (VIP preview on Thursday 3 April) at **Allianz MiCo** in Milan.

Under the artistic direction of **Nicola Ricciardi**, and thanks to the efforts of an expanded **team of curators and art professionals**, miart 2025 reaffirms its central role in the European art scene. The fair strikes a **balance between local identity and international reach**, carefully blending leading Italian exhibitors with some of the most important galleries from **five continents**.

Organised into **three sections**—*Established*, *Emergent*, and *Portal*—miart 2025 presents an **extensive chronological spectrum**, from masterpieces of the early and mid-20th century to cutting-edge contemporary works, alongside curated presentations of collectible design and a spotlight on the Italian masters who played a pivotal role in shaping the artistic vibrancy of Milan and the country as a whole.

among friends, title and theme of this year's edition, reflects miart's ambition to cultivate and strengthen the **network of relationships** built over the years, reinforcing its **status as a leading platform in the international art and cultural scene**.

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1. GALLERIES AND SECTIONS

1.1. *Established*

New and returning exhibitors in the ***Established*** section include significant international galleries such as **The Breeder** (Athens), **Ben Brown Fine Arts** (London, Hong Kong, Venice), **Sadie Coles HQ** (London), **MASSIMODECARLO** (Milan, London, Hong Kong, Paris, Beijing), **DOCUMENT** (Chicago, Lisbon), **Maxwell Graham Gallery** (New York), **Meyer Riegger** (Berlin, Karlsruhe, Basel, Seoul), **Victoria Miro** (London, Venice), and **Esther Schipper** (Berlin, Paris, Seoul). They join returning participants such as **1 Mira Madrid** (Madrid), **APALAZZOGALLERY** (Brescia), **Galerie Buchholz** (Cologne, Berlin, New York), **Cardi Gallery** (London, Milan), **ChertLüdde** (Berlin), **Galleria Continua** (San Gimignano, Beijing, Les Moulins, Havana, Rome, São Paulo, Paris), **Lodovico Corsini** (Brussels), **Raffaella Cortese** (Milan, Albisola), **Corvi-Mora** (London), **Monica De Cardenas** (Milan, Zuoz, Lugano), **EHRHARDT FLÓREZ** (Madrid), **Galleria Dello Scudo** (Verona), **greengrassi** (London), **kaufmann repetto** (Milan, New York), **Galerie Peter Kilchmann** (Zurich, Paris), **Galerie Lelong & Co.** (Paris), **Lombardi—Kargl** (Vienna), **Madragoa** (Lisbon), **Magazzino** (Rome), **Galleria d'Arte Maggiore g.a.m.** (Bologna, Venice, Paris), **Mai 36 Galerie** (Zurich, Madrid), **Gió Marconi** (Milan), **Mazzoleni** (London, Turin), **Francesca Minini** (Milan), **Galleria Massimo Minini** (Brescia), **MISAKO & ROSEN** (Tokyo), **ML fine art** (Milan), **Montrasio Arte** (Monza, Milan, Piacenza), **P420** (Bologna), **Dawid Radziszewski** (Warsaw, Vienna), **Repetto Gallery** (Lugano), **Robilant+ Voena** (Milan, London, New York), **Lia Rumma** (Milan, Naples), **Richard Saltoun Gallery** (London, Rome, New York), **GIAN ENZO SPERONE** (Sent), **Sprovieri** (London), **Tornabuoni Arte** (Florence, Milan, Rome, Forte dei Marmi, Paris, Crans Montana), **Galerie Tschudi** (Zuoz, Zurich), **VISTAMARE** (Pescara, Milan), **Galerie Hubert Winter** (Vienna), **ZERO...** (Milan), among many others.

Within the ***Established*** section, ***Timescape*** returns with an expanded and enriched selection of esteemed participants. This thematic journey highlights works created in periods increasingly distant from the fair's usual chronological scope. Through carefully **curated micro-exhibitions focusing on the first half of the 20th century**, participating galleries foster a dialogue between the great Masters of Art History and contemporary works, generating thought-provoking exchanges. For example, at **Galleria Gomiero** (Montegrotto Terme), the textile works of Herta Ottolenghi Wedekind from the 1920s find their counterparts in Martín Soto Climent's paper-based pieces, created a century later. Meanwhile, the solo booth of **MAURIZIO NOBILE FINE ART** (Bologna, Paris, Milan) traces the artistic evolution of Luciano Minguzzi, from his early works in the 1930s to his Milanese period in the 1970s.

1.2 *Emergent*

Emergent, curated by **Attilia Fattori Franchini**, highlights the latest generation of artists through **25 galleries** from around the world, including **Canada** (Franz Kaka, Toronto), **Australia** (Daine Singer, Melbourne), and **Mexico** (N.A.S.A.L., Guayaquil, Mexico City).

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The section also welcomes dynamic **Milan-based** galleries such as ArtNoble Gallery, eastcontemporary, MATTA, and zaza', alongside a strong presence of **London galleries**—including Brunette Coleman, Rose Easton, Ginny on Frederick, Ilenia, Nicoletti, and TINA—reflecting the fast-growing cultural exchange between the UK and Italy. The strength of the section is reinforced by the parable of three galleries that previously participated in *Emergent*—**Arcadia Missa** (London), **Sébastien Bertrand** (Geneva), and **UNA** (Piacenza, Milan)—and that have now moved into *Established*, underscoring once again miart's role as a launchpad for emerging talent.

1.3 Portal

Portal, curated for the first time by **Alessio Antonioli**—Director of Triangle Network in London and curator at Fondazione Memmo in Rome—bring together **ten galleries**, each presenting a monographic project that transcends disciplinary, temporal, and spatial boundaries. These projects unveil hidden narratives and explore new creative territories.

Rejecting rigid and outdated categorizations, the featured artists challenge conventional understandings of geography and temporality. Their works engage with **indigenous cosmologies and knowledge systems**, reflect on cultural, material, and technological intersections, or function as part of experimental, multidisciplinary collectives of artists, curators, and writers.

Through poetic associations and diverse subjectivities, *Portal* seeks to offer a more nuanced and layered perspective on both past and present, opening space for imagining possible futures. Among the highlights are the stand dedicated to Ghanaian collective blaxTARlines, hosted by **APALAZZOGALLERY** (Brescia); a deep dive into the work of self-taught artist Santiago Yahuarcani from the Northern Amazon, presented by **Crisis** (Lima); a solo show by Cameroonian sculptor Victor Fotso Nyie for **P420** (Bologna); and an unprecedented project by the enigmatic Lucy Otter at **Galleria Franco Noero** (Turin), to name just a few.

2. PARTNERS AND AWARDS

2.1 Main Partner

The partnership with **Gruppo Intesa Sanpaolo** is renewed once again, with the bank supporting miart as its main partner. A shared commitment to internationality, excellence, and cultural development connects miart and the banking group, reinforcing Milan's central role on both the national and international stage. Together, they aim to further establish the city as a dynamic hub for economic, cultural, and civic growth.

As per tradition, the bank will contribute to the 2025 edition with exclusive, high-level artistic content. This year, the focus will be on showcasing a selection of Robert Rauschenberg masterpieces from the Luigi and Peppino Agrati Collection, now part of

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Intesa Sanpaolo's artistic heritage. These works will be displayed in the Group's lounge area and the vault of Gallerie d'Italia in Piazza della Scala.

Developed in close collaboration with the **Robert Rauschenberg Foundation** and with **miart**, this initiative is part of a broader programme celebrating the artist's centenary, with miart included among the Foundation's International Partners.

Additionally, in the Bank's lounge area, Intesa Sanpaolo Private Banking will present its comprehensive and innovative wealth management solutions, with a special focus on its art advisory service, designed for those who see art as a valuable opportunity for diversified asset growth.

2.2 Awards and Acquisition Funds

The **Fondazione Fiera Milano Acquisition Fund**, established in 2012, is once again confirmed for this edition. With a budget of €100,000, the fund is dedicated to acquiring new artworks to enrich the Fondazione Fiera Milano Collection, currently housed in the Palazzina degli Orafi, the Foundation's headquarters. Today, the collection comprises **over 120 works**, representing a diverse range of artistic languages. The entire collection can be viewed online at: <https://www.fondazionefieramilano.it/en/assets/art-assets.html>

Celebrating their tenth participation at miart are both the **Premio Herno**, which awards €10,000 to the stand with the best exhibition project, and the **LCA Studio Legale Prize for Emergent**, worth €4,000, created in collaboration with **LCA Studio Legale** and awarded to the gallery with the best presentation in the *Emergent* section. Now in their third edition are the **Orbital Cultura – Nexi Group Award**, the only award at miart exclusively dedicated to photography in all its forms, which for the first time will have its own dedicated space at the fair, and the **Matteo Visconti di Modrone Prize**, established in memory of the President of Fonderia Artistica Battaglia. Worth €10,000, this prize is awarded to an artist who will have the opportunity to create their work at Fonderia Artistica Battaglia, benefiting from the guidance and expertise of its artisans.

Also confirmed among the curated commissions is the **SZ Sugar miart commission**, established in collaboration with SZ Sugar, a publishing house dedicated to contemporary classical music, founded in 1907 as Edizioni Suvini Zerboni and now part of the Sugar Music group, led by Caterina Caselli and Filippo Sugar. For this edition, participating galleries will have the opportunity to invite their artists to interpret "Musica per una fine", a composition by **Ennio Morricone** for choir, orchestra, and magnetic tape, featuring a recording of a poem by **Pier Paolo Pasolini** read by the author himself. Before the fair's opening, a jury will select the most compelling artistic interpretation, which will then be reproduced and displayed in a dedicated space.

Also making their return are the **Rotary Club Milano Brera Prize for Contemporary Art and Young Artists**—established in 2009 as the first award within miart and now in its fifteenth edition—which provides for the acquisition of a work by an emerging or mid-career artist to be donated to the Museo del Novecento in Milan, and the **Massimo**

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Giorgetti Prize, now in its third edition. Founded by fashion designer and collector Massimo Giorgetti with the aim of supporting young artists at the start of their careers, this award grants a prize worth €5,000.

2.3 Collaborations and Special Projects

For its 29th edition, miart renews key strategic partnerships, including the collaboration with fashion brand **MSGM**, founded and directed by Massimo Giorgetti, which will once again commission an artist to create a site-specific work for the entrance of the fair in 2025, making it a unique and special experience. **Maison Ruinart** also reaffirms its commitment to the worlds of art and sustainability, presenting a new artistic project from its *Conversations with Nature* series within the traditional Ruinart VIP Lounge.

For the third consecutive year, **ICE – Italian Trade Agency** supports the event in international markets, highlighting the excellence and quality that distinguish it, with the aim of increasing the presence of a qualified audience during the fair. A new collaboration is that with the **General Direction for Contemporary Creativity** of the **Ministry of Culture**, which is participating in miart for the first time with its own institutional space. This space will be dedicated to promoting various projects supporting Italian artists and creatives, both in Italy and abroad, as well as showcasing publications and research produced within these projects (including *Italian Council*, *Strategia Fotografia*, and *PAC - Plan for Contemporary Art*).

3. CURATORIAL THEME AND EXTERNAL PROJECTS

3.1 Among friends

The title of the 2025 edition of miart, ***among friends***, aims to pay tribute to the human and artistic figure of **Robert Rauschenberg** (1925 – 2008), on the centenary of his birth, as well as to explore the principles underlying his work: **openness to the world, interdisciplinarity, and commitment to dialogue and collaboration**. Embracing the approach of the American artist, the fair aims, for its twenty-ninth edition, to energize the network of relationships built over the years, positioning itself as a driving force behind **an ideal festival of contemporary arts** for the city—that is, the Milano Art Week.

This commitment translates into a series of initiatives that celebrate the theme of "friendship" in the artistic field, understood as an equal, reciprocal, and genuinely supportive relationship among all the stakeholders in the art system: the fair, the institutions, galleries, artists, curators, collectors. The first of these projects began in November 2024 and will unfold in the months leading up to the fair: ***talks among friends*** is a programme of five public discussions on the theme of cooperation, developed in collaboration with five Milanese institutions: **Fondazione Prada, Museo del Novecento,**

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PAC - Padiglione d'Arte Contemporanea, Pirelli Hangar Bicocca, and Triennale Milano. The full programme is available [here](#).

3.2 Museo del Novecento and Triennale Milano

Opening on 15 March at **Triennale Milano**, ***John Giorno: a labour of LOVE*** is one of many projects designed to give an exhibition form to the theme of miart 2025. Curated by Nicola Ricciardi, the exhibition is dedicated to the wide-ranging and far-reaching archive of the American poet and performer John Giorno (1936-2019) and will make visible and tangible traces of his friendships and collaborations with some of the most significant figures in 20th-century art, literature, and music: from Robert Rauschenberg to William S. Burroughs, John Cage, Allen Ginsberg, Keith Haring, Allan Kaprow, Patti Smith, and Andy Warhol, to name just a few. The exhibition presents a selection of around 100 original documents, never before shown in Italy, made accessible by the **Giorno Poetry Systems (GPS)**, a non-profit organisation founded by Giorno in 1965 to support artists, poets, and musicians, which today also oversees the artist's legacy and vast archives.

Thanks to the collaboration with the City of Milan, an exceptional exhibition project on Robert Rauschenberg, curated by Gianfranco Maraniello and Nicola Ricciardi with Viviana Bertanzetti, will open at the **Museo del Novecento** on the occasion of the Milano Art Week. Titled ***Rauschenberg e il Novecento (Rauschenberg and the Twentieth Century)***, the project builds a bridge between the works of this key figure in art history and some of the most significant masterpieces housed in the Museum's collections, intertwining the innovative vision of the American artist with the rich fabric of 20th-century Italian art. The exhibition will bring into dialogue eight works created by Rauschenberg between the 1970s and 1980s with the experiences of artists from the main movements that defined 20th-century Italian art, from Futurism to Arte Povera.

Both exhibitions are made possible also thanks to the support of **Fiera Milano**, whose involvement — in line with the principles outlined in the theme of miart 2025 — once again highlights the importance of a support driven by the desire of strengthening the cultural landscape and cohesion of the city of Milan. With these two projects, miart and Fiera Milano demonstrate their tangible commitment to stepping outside the exhibition halls and into the fabric of the city, collaborating with the Municipality and institutions to bring the Milano Art Week to life.

3.3 Milano Art Week

In the spirit of *among friends*, the connection between miart and the city is also enhanced by the collaboration with the Municipality of Milan for the upcoming edition of **Milano Art Week (1-6 April)**, the citywide event coordinated by the Department of Culture and organised this year by the Arte Totale association. It connects the main public institutions and private foundations in the city dedicated to modern and contemporary art with a programme of exhibitions and activities. In addition to the exhibition on Robert Rauschenberg at the Museo del Novecento, Milano Art Week will feature a schedule of

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openings, installations, exhibitions, events, and meetings that will shine a spotlight on the vibrancy of the Milanese art scene. The main public and private institutions taking part in Milano Art Week include PAC Padiglione d'Arte Contemporanea, Museo del Novecento, Palazzo Reale, MUDEC Museo delle Culture, the museums of Castello Sforzesco, BASE Milano, Fondazione ICA Milano, Fondazione Luigi Rovati, Fondazione Prada, Fondazione Prada Osservatorio, Pirelli HangarBicocca, and Triennale Milano.

4. VISUAL CAMPAIGN

Inspired by the title and theme *among friends*, the new visual campaign for the fair also reflects concepts dear to Robert Rauschenberg, such as active participation, commitment to dialogue and interdisciplinarity, and the ability to weave productive relationships. Created under the artistic direction of the visual communication studio **Cabinet Milano**, the campaign renews the coexistence of photographic and video images – by **Marton Perlaki** in collaboration with Dodi Vekony – and a strongly characterised and recognisable graphic layout. In this new production, heterogeneous actors become the characters in an ideal "festival", staging a series of collaborative actions, the meaning of which often appears incomprehensible, leaving the viewer uncertain about the temporal and spatial placement of the performative gestures.

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GALLERIES AND SECTIONS

Established

144 modern and contemporary art galleries presenting 142 projects.

1 MIRA MADRID, Madrid | **193 Gallery**, Paris - Venice - Saint Tropez | **A arte Invernizzi**, Milan | **Galleria Giampaolo Abbondio**, Milan - Todi | **ABC-ARTE**, Genoa | **AF Gallery**, Bologna | **Alessandro Albanese**, Milan - Matera | **Aleandri Arte Moderna**, Rome | **APALAZZOGALLERY**, Brescia | **Arcadia Missa**, London | **Artemisia Fine Art**, Borgo Maggiore | **Enrico Astuni**, Bologna | **Atipografia**, Arzignano - Milan | **Avantgarde Gallery**, Zagreb | **Barbati Gallery**, Venice | **Umberto Benappi**, Turin | **Bernini Gallery**, Misinto | **Sébastien Bertrand**, Geneva | **Bottegantica**, Milan | **Thomas Brambilla**, Bergamo | **The Breeder**, Athens | **Ben Brown Fine Arts**, London - Hong Kong - Venice | **Galerie Buchholz**, Cologne - Berlin - New York | **C+N Gallery CANEPANERI**, Milan - Genoa | **Ca' di Fra'**, Milan | **Cadogan Gallery**, Milan - London | **Cardelli & Fontana**, Sarzana | **Cardi**, London - Milan | **Cassina Projects**, Milan | **ChertLüdde**, Berlin | **Il Chiostro Arte&Archivi**, Saronno | **GALLERIA CLIVIO**, Parma - Milan | **Sadie Coles HQ**, London | **Galleria d'Arte Contini**, Venice - Cortina d'Ampezzo - Mestre | **Galleria Continua**, San Gimignano - Beijing - Les Moulins - Havana - Rome - Sao Paulo - Paris | **Cooke Latham Gallery**, London | **copetti antiquari**, Udine | **Lodovico Corsini**, Brussels | **Raffaella Cortese**, Milan - Albisola | **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 | **DOCUMENT**, Chicago - Lisbon | **ED Gallery**, Piacenza | **EHRHARDT FLÓREZ**, Madrid | **Eidos Immagini Contemporanee**, Asti | **Eredi Marelli**, Cantù | **Ex Elettrofonica**, Rome | **EXILE**, Vienna | **Galleria d'Arte Frediano Farsetti**, Milan | **Frittelli arte contemporanea**, Florence | **Galleria Fumagalli**, Milan | **Gaep**, Bucharest | **Galleria d'arte l'Incontro**, Chiari | **Galleria dello Scudo**, Verona | **FELIX GAUDLITZ**, Vienna | **Galleria Doris Ghetta**, Ortisei - Milan | **Galleria Gomiero**, Montegrotto Terme | **Maxwell Graham Gallery**, New York | **greengrassi**, London | **Huxley-Parlour**, London | **kaufmann repetto**, Milan - New York | **Galerie Peter Kilchmann**, Zurich - Paris | **Andrew Kreps Gallery**, New York | **KUBIKGALLERY**, Porto - Sao Paulo | **LAMB Gallery**, London | **LANG**, Amsterdam | **Gilda Lavia**, Rome | **LC Queisser**, Tbilisi | **Galerie Lelong & Co.**, Paris | **Lombardi—Kargl**, Vienna | **LOOM gallery**, Milan | **M77**, Milan | **MAAB Gallery**, Milan | **Madragoa**, Lisbon | **Magazzino**, Rome | **Galleria d'Arte Maggiore g.a.m.**, Bologna - Venice - Paris | **Mai 36 Galerie**, Zurich - Madrid | **Gió Marconi**, Milan | **Marcorossi artecontemporanea**, Milan - Pietrasanta - Rome - Turin - Verona | **Primo Marella Gallery**, Milan - Lugano | **MASSIMODECARLO**, Milan - London - Hong Kong - Paris - Beijing | **Mazzoleni**, London - Turin | **Meyer Riegger**, Berlin - Karlsruhe - Basel - Seoul | **Francesca Minini**, Milan | **Galleria Massimo Minini**, Brescia | **Victoria Miro**, London - Venice | **MISAKO & ROSEN**, Tokyo | **ML fine art**, Milan | **MLZ Art Dep**, Trieste | **Montrasio Arte**, Monza - Milan - Piacenza | **Ncontemporary**, Milan - Venice - London | **MAURIZIO NOBILE FINE ART**, Bologna - Paris - Milan | **Nuova Galleria Morone**, Milan | **Galleria Open Art**, Prato | **Osart Gallery**, Milan | **P420**, Bologna | **Francesco Pantaleone**, Palermo - Milan |

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Romero Paprocki, Paris | **Nicola Pedana arte contemporanea**, Caserta | **Podbielski Contemporary**, Milan | **Galleria Poggiali**, Florence - Milan - Pietrasanta | **PROMETEO GALLERY IDA PISANI**, Milan | **Dawid Radziszewski**, Warsaw - Vienna | **Erica Ravenna**, Rome | **Repetto Gallery**, Lugano | **REVE ART**, Bologna - Reggio Emilia | **RIBOT**, Milan | **Galleria Michela Rizzo**, Venice | **Robilant+Voena**, Milan - London - New York | **Lia Rumma**, Milan - Naples | **Galleria Russo**, Rome | **Richard Saltoun Gallery**, London - Rome - New York | **Esther Schipper**, Berlin - Paris - Seoul | **Mimmo Scognamiglio Artecontemporanea**, Milan | **SECCI**, Milan - Pietrasanta | **Simóndi**, Turin | **Società di Belle Arti**, Viareggio | **SpazioA**, Pistoia | **GIAN ENZO SPERONE**, Sent | **Sprovieri**, London | **Stems Gallery**, Brussels - Paris | **STUDIO D'ARTE CAMPAIOLA**, Rome | **Studio Guastalla Arte Moderna e Contemporanea**, Milan | **TASCHEN**, Cologne - Milan | **Galleria Tonelli**, Milan - Portocervo | **Tornabuoni Arte**, Florence - Milan - Rome - Forte dei Marmi - Paris - Crans Montana | **Galerie Tschudi**, Zuz - Zurich | **UNA**, Piacenza - Milan | **Gallery Sofie Van de Velde**, Antwerp | **GALLERIA ANTONIO VEROLINO**, Modena | **Galleria Paola Verrengia**, Salerno | **Viasaterna**, Milan | **Galleria Carlo Virgilio & C.**, Rome | **VISTAMARE**, Pescara - Milan | **WHATIFTHEWORLD**, Cape Town | **Galerie Hubert Winter**, Vienna | **Wizard Gallery**, Milan | **z2o Sara Zanin**, Rome | **ZERO...**, Milan

Portal

A window to the present, through parallel dimensions and unconventional prisms. **10 participating galleries**. Curated by **Alessio Antonioli**.

blaxTARlines, **APALAZZOGALLERY**, Brescia
Flavia Regaldo + Juliana Matsumura, **Coletivo Amarelo**, Lisbon
Santiago Yahuarcan, **Crisis**, Lima
Jonas Roßmeißl, **Klemm's**, Berlin
Lucy Otter, **Galleria Franco Noero**, Turin
Victor Fotso Nyie, **P420**, Bologna
Romina Bassu, **Studio SALES di Norberto Ruggeri**, Rome
Gino Marotta, **Richard Saltoun Gallery**, London - Rome - New York
Michael Bauer, **Federica Schiavo**, Rome
Marilou Poncin, **spiaggia libera**, Paris

Emergent

25 emerging galleries with 22 projects dedicated to the support of the most recent generations of artists. Curated by **Attilia Fattori Franchini**.

ArtNoble Gallery, Milan | **Brunette Coleman**, London | **Matteo Cantarella**, Copenhagen | **Cibrián**, San Sebastián | **CITY GALERIE WIEN**, Vienna | **Galleria Eugenia Delfini**, Rome | **diez**, Amsterdam | **eastcontemporary**, Milan | **Rose Easton**, London | **Eugster** | **Belgrade**, Belgrade | **Franz Kaka**, Toronto | **Ginny on Frederick**, London | **Ilenia**, London | **KALI Gallery**, Luzern | **Lovay Fine Arts**, Geneva | **Galerija Manuš**, Split -



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Zagreb | **MATTA**, Milan | **N.A.S.A.L.**, Guayaquil - Mexico City | **Nicoletti**, London | **Roland Ross**, Margate | **Daine Singer**, Melbourne | **TINA**, London | **Triangolo**, Cremona | **Shahin Zarinbal**, Berlin | **zaza'**, Milan - Naples

GALLERIES' LIST

1 MIRA MADRID, Madrid | **193 Gallery**, Paris - Venice - Saint Tropez | **A arte Invernizzi**, Milan | **Galleria Giampaolo Abbondio**, Milan - Todi | **ABC-ARTE**, Genoa | **AF Gallery**, Bologna | **Alessandro Albanese**, Milan - Matera | **Aleandri Arte Moderna**, Rome | **APALAZZOGALLERY**, Brescia | **Arcadia Missa**, London | **Artemisia Fine Art**, Borgo Maggiore | **ArtNoble Gallery**, Milan | **Enrico Astuni**, Bologna | **Atipografia**, Arzignano - Milan | **Avantgarde Gallery**, Zagreb | **Barbati Gallery**, Venice | **Umberto Benappi**, Turin | **Bernini Gallery**, Misinto | **Sébastien Bertrand**, Geneva | **Bottegantica**, Milan | **Thomas Brambilla**, Bergamo | **The Breeder**, Athens | **Ben Brown Fine Arts**, London - Hong Kong - Venice | **Brunette Coleman**, London | **Galerie Buchholz**, Cologne - Berlin - New York | **C+N Gallery CANEPANERI**, Milan - Genoa | **Ca' di Fra'**, Milan | **Cadogan Gallery**, Milan - London | **Matteo Cantarella**, Copenhagen | **Cardelli & Fontana**, Sarzana | **Cardi**, London - Milan | **Cassina Projects**, Milan | **ChertLüdde**, Berlin | **Il Chiostro Arte&Archivi**, Saronno | **Cibrián**, San Sebastián | **CITY GALERIE WIEN**, Vienna | **GALLERIA CLIVIO**, Parma - Milan | **Sadie Coles HQ**, London | **Coletivo Amarelo**, Lisbon | **Galleria d'Arte Contini**, Venice - Cortina d'Ampezzo - Mestre | **Galleria Continua**, San Gimignano - Beijing - Les Moulins - Havana - Rome - Sao Paulo - Paris | **Cooke Latham Gallery**, London | **copetti antiquari**, Udine | **Lodovico Corsini**, Brussels | **Raffaella Cortese**, Milan - Albisola | **Cortesi Gallery**, Lugano - Milan | **Corvi-Mora**, London | **Crisis**, Lima | **Galleria de' Bonis**, Reggio Emilia | **Monica De Cardenas**, Milan - Zuz - Lugano | **Galleria Eugenia Delfini**, Rome | **Galleria Luisa Delle Piane**, Milan | **Dellupi Arte**, Milan | **Dep Art Gallery**, Milan - Ceglie Messapica | **diez**, Amsterdam | **DOCUMENT**, Chicago - Lisbon | **eastcontemporary**, Milan | **Rose Easton**, London | **ED Gallery**, Piacenza | **EHRHARDT FLÓREZ**, Madrid | **Eidos Immagini Contemporanee**, Asti | **Eredi Marelli**, Cantù | **Eugster** || **Belgrade**, Belgrade | **Ex Elettrofonica**, Rome | **EXILE**, Vienna | **Galleria d'Arte Frediano Farsetti**, Milan | **Franz Kaka**, Toronto | **Frittelli arte contemporanea**, Florence | **Galleria Fumagalli**, Milan | **Gaep**, Bucharest | **Galleria d'arte l'Incontro**, Chiari | **Galleria dello Scudo**, Verona | **FELIX GAUDLITZ**, Vienna | **Galleria Doris Ghetta**, Ortisei - Milan | **Ginny on Frederick**, London | **Galleria Gomiero**, Montegrotto Terme | **Maxwell Graham Gallery**, New York | **greengrassi**, London | **Huxley-Parlour**, London | **Ilenia**, London | **KALI Gallery**, Luzern | **kaufmann repetto**, Milan - New York | **Galerie Peter Kilchmann**, Zurich - Paris | **Klemm's**, Berlin | **Andrew Kreps Gallery**, New York | **KUBIKGALLERY**, Porto - Sao Paulo | **LAMB Gallery**, London | **LANG**, Amsterdam | **Gilda Lavia**, Rome | **LC Queisser**, Tbilisi | **Galerie Lelong & Co.**, Paris | **Lombardi—Kargl**, Vienna | **LOOM gallery**, Milan | **Lovay Fine Arts**, Geneva | **M77**, Milan | **MAAB Gallery**, Milan | **Madragea**, Lisbon | **Magazzino**, Rome | **Galleria d'Arte Maggiore g.a.m.**, Bologna - Venice - Paris | **Mai 36 Galerie**, Zurich - Madrid | **Galerija Manuš**, Split - Zagreb | **Gió Marconi**, Milan | **Marcorossi artecontemporanea**, Milan - Pietrasanta - Rome - Turin - Verona | **Primo Marella Gallery**, Milan - Lugano |



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among friends

the visual campaign accompanying miart 2025 until the public opening

The new campaign for **miart**, the international modern and contemporary art fair organized by **Fiera Milano** and scheduled to take place **from 4 to 6 April 2025 at Allianz MiCo**, draws its inspiration from the event's theme – ***among friends***. Through imagery, it explores concepts central to Robert Rauschenberg's artistic vision, such as collaboration, active participation, commitment to dialogue, interdisciplinarity, and the ability to weave productive connections in succession.

For the fourth consecutive year under the artistic direction of the visual communication studio **Cabinet Milano**, the campaign continues to blend photographic and video content – created by **Marton Perlaki** in collaboration with **Dodi Vekony** – with a bold and distinctive graphic design approach.

A diverse cast of actors performs a series of collaborative actions whose purpose often remains enigmatic, leaving viewers uncertain about the temporal and spatial context of the performative gestures. The actions depicted in the campaign's three video chapters never reach a fully resolved conclusion; they are interrupted just before a clear interpretation might emerge. Chairs aligned against a wall evoke the setting of a support group, while a blue velvet curtain hints at the backdrop of a small provincial theatre. The human figures populating this scene become characters in a "festival" that cultivates a prolonged sense of suspension. Their absurd actions, surreal soundscapes – crafted by the sound design studio **Jds** – minimalist staging, and outdated styling merge to create a new kind of theatre of the absurd, reflecting, or perhaps responding to, the absurdity of human existence itself.

In a world where meaning and common understanding seem to be increasingly devalued, collaboration, humour, and the capacity for dialogue emerge as the only viable responses. Embracing light-heartedness strengthens relationships, builds mutual trust, and turns challenges into opportunities for connection – reclaiming meaning and restoring value to shared experiences.

From a purely graphic perspective, the art system is represented metaphorically through the concept of electrical circuits. These are visualized as a map of interconnected stations whose functionality relies on the seamless networking of all components, with no exclusions.

Credits

Video and Photos: Marton Perlaki e Dodi Vekony @martonperlaki @dodi.vekony
Creative Direction and graphic design: Cabinet Milano @cabinet_milano
Sound Design: jsds @jsds.jsds.jsds

Cabinet Team:
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Ali Tóth and Anikó @aliandaniko

INTESA SANPAOLO MAIN PARTNER OF MIART 2025

This year, the **Intesa Sanpaolo Group** is once again **Main Partner of miart 2025**, the international modern and contemporary art fair to be held in Milan from 4 to 6 April. Internationality, excellence and attention to the cultural development of the community are the values that connect the Bank to the initiative.

The partnership with **Gruppo Intesa Sanpaolo** is renewed once again, with the bank supporting miart as its main partner. A shared commitment to internationality, excellence, and cultural development connects miart and the banking group, reinforcing Milan's central role on both the national and international stage. Together, they aim to further establish the city as a dynamic hub for economic, cultural, and civic growth.

As per tradition, the bank will contribute to the 2025 edition with exclusive, high-level artistic content. This year, the focus will be on showcasing a selection of Robert Rauschenberg masterpieces from the Luigi and Peppino Agrati Collection, now part of Intesa Sanpaolo's artistic heritage. These works will be displayed in the Group's Lounge area and the vault of Gallerie d'Italia in Piazza della Scala.

Developed in close collaboration with the **Robert Rauschenberg Foundation** and **miart**, this initiative is part of a broader programme celebrating the artist's centenary, with miart included among the Foundation's International Partners.

Additionally, in the Bank's Lounge, **Intesa Sanpaolo Private Banking** will present its comprehensive and innovative wealth management solutions, with a special focus on its art advisory service, designed for those who see art as a valuable opportunity for diversified asset growth.

According to a long, consolidated tradition, Intesa Sanpaolo actively contributes to Italy's cultural life with a commitment that translates into the preparation of **Progetto Cultura**, a programme of the Bank's cultural activities, renewed every three years and developed with the support of a Scientific Committee. One of its main objectives is to preserve, develop and share the Group's conspicuous artistic and architectural heritage with the public, through the **Gallerie d'Italia**, Intesa Sanpaolo's museum centre. A selection of more than 35,000 works from Intesa Sanpaolo's artistic heritage are on permanent display in the bank's Milan, Naples, Turin and Vicenza offices, historical buildings used as museum and cultural venues.

Intesa Sanpaolo's collection of 20th and 21st century works is of considerable importance in the Italian collecting scene owing to the quality and comprehensiveness with which it documents the artistic production of the period. It consists of more than 3,000 works in total and includes relevant core collections showcasing the main trends of the day, delving in particular into Italian and international production and major figures of the post-World War II period.

The works are presented in the temporary exhibitions and the permanent exhibition itineraries at the Gallerie d'Italia: a selection is set up in Milan, in the "Cantiere del '900" ("20th-century Atelier") section, curated by Francesco Tedeschi, while another set is on display in Naples, with the new "Vitalità del tempo" ("Vitality of Time") exhibition curated by Luca Massimo Barbero.



Miart

Herno Prize 2025

With its premiere in 2015, dedicated to those in the contemporary art world who through the display of works and their respective communication contribute to enhancing the creations of each artist, Herno's Miart Prize is now in its 10th edition.

Created for Art Galleries, containers of wonders so much akin to a fashion store, Herno rewards the best exhibition project, understood as setting up and enhancing the concept of display.

A ten-year history that testifies to and confirms the passion of the lakeside brand and its president, Claudio Marenzi, for contemporary art, an inspiration and inexhaustible stimulus for creativity.

The desire to exalt the work of an artist in a specific space is well recognized if one has the opportunity to visit Herno's headquarters on Lake Maggiore or Spazio Herno in Milan, where works from the private collection, selected and placed according to appropriately systemic and harmonious parameters, coexist with the daily work routine, offering inspiration thought for those who work to create beauty.

Herno, on the shores of Lake Maggiore, has been a protagonist among the excellences of Made in Italy for 75 years.

A constantly evolving history: from the trenchcoats of the 1940s and the cashmere coats to the high-performance and sustainable fabrics of this last decade. The leadership of the second generation with Claudio Marenzi marked the turning point. Constant investments in research, technology and design innovation, balanced with a fair share of sartorial tradition, the values of Made in Italy and a green vocation, have definitively established Herno in the panorama of international luxury brands.

The introduction of "lifestyle" in the latest season - knitwear, trousers, skirts and accessories, completes the Herno world and further defines its DNA.



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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.

Over the 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 a new exhibition, **opening on Wednesday 2 April 2025**.

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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Orbital Cultura is a Nexi Group company operating in the field of services and products for museums and cultural institutions, providing innovative answers in the integration of traditional and multi-channel activities.

Our aim is to enhance and support museums and cultural institutions, investing with them in tailor-made solutions, attentive and in line with the most advanced technologies, to optimise their resources and increase their revenue.

Our activity is not limited to tech aspects, such as the FAST-IN entrance system, the creation of customised apps, E-commerce and audioguides, but extends to the production of content, sustainable, certified and Made in Italy merchandise; the Fundraising; the BeCulture platform, as well as projects for the enhancement of historical and artistic heritage.

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

- **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 makes it possible to bring together the products of all the museums in a single, simplified and secure purchase: from ticketing to publishing, from merchandise to guided tours. BeCulture has the ambition to become the tool and reference for all travellers, enthusiasts and those curious about art and culture.
- **FAST-IN**, the App developed for NEXI Pos, allows access to museums, theatres, fairs, festivals and other events, mobile and without physical constraints. Integrable with all ticketing systems, it removes the encumbrance of the physical till, eliminates waiting times and queues at the entrance, and significantly reduces the number of tickets printed and hardware used, in a logic of respect for the environment and sustainability. FAST-IN, with its features, facilitates entry for visitors with disabilities, responding to the indispensable needs of institutions with respect to accessibility issues.
- **Fundraising**, an online and on-site, via display, fundraising tool that puts the institution in direct contact with its benefactors and where the donor, without intermediaries or interests, can donate with a simple click. A system that makes it possible to take advantage of the Art Bonus, the tax tool of the Ministry of Cultural Heritage.
- **Merchandise** is certified, customised and made with a preference for territorial proximity (Made in Italy). The sustainability of materials and processes is guaranteed by collaborations with companies certified in the use of renewable energy and fair trade.

Among the museums we serve: ADI Design Museum, Arena di Verona, 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, VIVE Vittoriano and Palazzo Venezia Roma, Museo Nazionale di Matera, Parco Archeologico di Pompei.



Fonderia Artistica Battaglia is an artistic foundry based in Milan (Italy) and established in 1913. Since its inception the Foundry is committed to making monumental and sculptural works with historic and artistic integrity.

While working with materials that signify both permanence and endurance over time, the foundry is keenly interested in engaging with the spirit of our contemporary time. With more than a century of experience, Battaglia operates as cultural contributor with intention to transmit and enhance a new and evolving understanding of bronze. With the Open Studio Program, the Foundry promotes the first steps of young artists in learning the lost-wax casting technique through the training and technical assistance of its artisans at the artists' disposal. Battaglia actively supports projects in dialogue with the most dynamic figures on the national and international art scene. Indeed, it carefully cultivates an expanding yet intimate network of collaborations, including public institutions, private foundations, curators, galleries, scientific research centers, and finally artists first and foremost.

Aiming to act as a driving force in support of creativity and visionary thinking in contemporary art practices, in 2016 the Foundry established the Battaglia Foundry Sculpture Prize (BFSP), a prize annually awarded to an artist selected by an esteemed panel of curators active on the international scene.

In memory of the President of the Fonderia Artistica Battaglia, the Prize will evolve from 2023 into the Matteo Visconti di Modrone Prize, which, in collaboration with the Contemporary Art Fair miart, identifies an artist each year who will be offered the opportunity to realise his or her own work in the foundry, guided by the experience and assistance of the artisans.

Since 2013 the Foundry has engaged in rigorous research towards an in-depth and expansive understanding of the full spectrum of bronze finishes and patinas. Battaglia has catalogued over 150 different chromatic reactions, creating one of the most complete patina collection in the world. Moreover, the recent establishment of the Restoration Department, within the Foundry allows us to preserve and study bronze sculptural production from the ancient to the modern.

Lately, Battaglia's more ambitious international operations have included the production and technical support of large-scale art projects such as the Italian Pavilion at the Venice Biennale (2017) with Giorgio Andreotta Calò; the performance Scholomance by Nico Vascellari at the Palais de Tokyo (Paris, 2017); and the large sculpture You know who I am by Paola Pivi for the High Line (New York, 2022).

Fonderia Artistica Battaglia is also proud to include the following names of renowned artists as collaborators over the previous decades: Kengiro Azuma, Lucio Fontana, Arturo Martini, Francesco Messina, Marino Marini, Giacomo Manzù, Giuseppe Penone, Giò and Arnaldo Pomodoro and many others.

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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 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 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.



**RUINART, the oldest Champagne House,
official partner of miart 2025**

Milano, January 2025 – In occasion of the XXIX edition di miart, the international fair of modern and contemporary art which will be held from April 4th to April 6th, Maison Ruinart will be the official partner for the twelfth consecutive year, and will unveil, for the first time in Italy, the artist at the heart of the *Conversations with Nature* 2025 series.

For this edition, Maison Ruinart will welcome its guests in the VIP Lounge, with a reserved and exclusive exhibition area dedicated to the masterpieces that the artist created inspired by the oldest Champagne House. Ruinart's artistic effervescence invites us to reflect on our relationship with nature, to open our eyes and listen, to (re)engage conversations with it. This is how the *Conversations with Nature* series was born, a global initiative promoted by Maison Ruinart that unites art and nature.

It will be the occasion for visitors, enthusiasts and art experts to meet the artist of this year's *Conversations with Nature* and live a fully experience in the VIP Lounge Ruinart, blending culture, tradition, and creativity.

"We are proud to carry on this partnership with miart for twelve 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, "In 2024, we reopened the doors of the historic address of Ruinart at 4, Rue des Crayères in Champagne. This centuries-old site represents the quintessence of the Maison's spirit, an additional reflection to a vision of art that illuminates our existence".

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 Panaïotis, 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 from David Shrigley to Jeppe Hein and to Eva Jospin.

In 2024, Maison Ruinart reopened its historic headquarters at 4 Rue des Crayères. Facing its historic buildings in Reims, the Maison inaugurated the Nicolas Ruinart Pavilion, designed by Japanese architect Sou Fujimoto. The new mineral construction slots into a natural, plant-filled environment entirely redesigned by landscape architect Christophe Gautrand. This landscape offers an experience that reflect the Maison's different facets, from the age-old network of underground chalk pits to a vision of nature and contemporary creation embodied by an Artists' Garden. In this garden, the artworks of the *Conversations with Nature* 2025 series are revealed along the paths and in the main courtyard, surrounded by flora and fauna, exposed to the elements. Visitors can experience a unique encounter between craftsmanship, art, history and nature.

www.ruinart.com

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MSGM

Creative Director Profile

Massimo Giorgetti was born in Rimini in 1977. Always deeply passionate about fashion and Indie music (bands like MGMT and The Strokes inspired the brand's name – MSGM), he began his journey first in the commercial field and then in the realm of design. His career is diverse, spanning a wide range, which allows him to have a vision of fashion products that is not only about design but also commercial and strategic. In 2009, in partnership with the Paoloni Group, he created the MSGM brand, immediately synonymous with great commercial success and press coverage, blending traditional design elements with a modern revolutionary mindset.

In 2010, Massimo Giorgetti was named one of the best revelations of the "Who's on Next" competition sponsored by Vogue Italia. In 2013, he opened the first MSGM mono-brand boutique in Milan, followed over the years by boutiques in Hong Kong, Dubai, Singapore, Tokyo, Macau, and Beijing. This marked the beginning of a period of collaborations between Art and Fashion, with artists such as Maurizio Cattelan, Pierpaolo Ferrari, Nico Vascellari, and Henry Hussey.

In 2015, he was appointed Creative Director of the Emilio Pucci brand, a position he held until April 2017 when, by mutual agreement with the house, he decided to leave the position to focus full-time on MSGM. In February 2018, the Private Equity fund STYLE CAPITAL signed an investment agreement to acquire a stake in MSGM Srl, with Massimo Giorgetti continuing to serve as Artistic and Creative Director.

2019 marked the tenth anniversary of the brand, celebrated with various events, new artistic collaborations with Flash Art and artists such as Peter Halley, Norbert Bisky, and Todd Biennu, as well as a limited edition design with Venini. Significant events included participation in Pitti Immagine Uomo 96 as a Special Anniversary guest with the SS20 Men's fashion show and the opening of the new flagship store in Milan in September 2019. The anniversary year also saw exciting collaborations with Fila, FlashArt, Zanichelli, and Venini.

In 2020, Rizzoli New York published and distributed worldwide the anniversary book MSGM10! The (In)complete Brand Anthology, which documented the brand's ten years. For the summer collection a collaboration with film director Dario Argento was presented. That same year, MSGM took a step towards nature and sustainability by launching its first eco-sustainable capsule collection, called "FANTASTIC GREEN," which over the years would involve collaborations with various artists.

In 2021, the focus shifted to accessories, collaborating with Scarpa, Kangol, Polaroid, and other artists for RTW, such as prints inspired by the paintings of artist Seth Armstrong.

In 2022, the brand moved to its new headquarters in Milan, Dateo, a brutalist building of 4,000 square meters, accommodating customers in a single-brand showroom. During the Salone del Mobile, MSGM partnered with MeScooter to present new exclusive color variations for electric scooters. The same year, collaborations

resumed with historic Milanese venues for the Christmas period, with Cucchi pastry shop being chosen.

2023 was a year rich in collaborations for MSGM, for the first time it became a sponsor of the modern and contemporary art fair Miart, commissioning artists Eva & Franco Mattes for a site-specific work consisting of digital channels allowing data passage. The Massimo Giorgetti Award was born from the designer's desire to support young artists at the beginning of their careers. In July, MSGM joined forces with Heineken to celebrate the brand's 150th anniversary in Italy, while a few months later, a capsule collection was released in partnership with Crash Baggage, a Venetian luggage brand. The year ended with the choice to celebrate Christmas again, this time at Gattullo pastry shop, another institution in the city.

For the FW24 Men's show, MSGM collaborated with Google for the launch of the new Google Pixel 8 device, which was used to create collection prints using the phone's camera and AI functions. The collection theme of speed was reflected in the garments through the works of Thiago Alexandre.

In continuity with the previous year, Massimo Giorgetti and MSGM supported the Milanese fair Miart, subsequently organizing the closing party at the Triennale di Milano. Giorgetti continues to cultivate his passion for art by investing in emerging talents like Guendalina Cerruti, Lorenza Longhi in PreFall23, and Duccio Maria Gambi, who, together with his works, starred in the Fantastic Green SS24 line.

2024 is a year full of projects for MSGM, during which the brand has created initiatives that go beyond fashion, aiming to foster moments of reflection and sharing. Among these, the presentation of Fabio Cherstich's book during the Gay Pride, which highlighted themes of identity and inclusivity, and the discussion "Wine is (not) fashion," which focused on one of Massimo Giorgetti's great passions, emphasizing the importance for the brand to create spaces for dialogue. On Christmas 2025, MSGM launched the "I Bar di Quartiere" project, an initiative that celebrates Milanese bars as places of aggregation, once again paying tribute to spaces that are symbols of sociality and sharing. Also during the Christmas period, the brand brought its spirit to the Alps with an exclusive collaboration with Auberge de La Maison, a historic hotel in Courmayeur, further solidifying its connection with the lifestyle world. With the launch of the FW25 Men's collection, MSGM started 2025 with its first event of the year, transforming the District 242 club into an immersive experience. The presentation party was held as a real techno party, with the collection lookbook created in real-time, offering a unique experience in which the audience was not only a spectator but an active part of the creative process.

A Collection, a Mission

The Rotary Club Milano Brera and the Prize for Contemporary Art and Young Artists (The fifteenth edition – 2025)

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's jury will be appointed later.