



FIERA MILANO

miart

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THE DIGITAL EDITION OF MIART CLOSES WITH GREAT SUCCESS

THE FIRST DIGITAL EDITION OF THE INTERNATIONAL EXHIBITION OF MODERN AND CONTEMPORARY ART, MILAN

**25TH EDITION SCHEDULED FOR APRIL 2021:
THE FIRST SIMULTANEOUSLY PHYSICAL AND DIGITAL EDITION,
UNDER THE ARTISTIC DIRECTION OF NICOLA RICCIARDI**

Milano, 15th September 2020 - Sunday 13th September saw the triumphant conclusion of the **first digital edition** of **miart**, the international **fair** of modern and contemporary art, Milan, organised by **Fiera Milano** and directed by **Alessandro Rabottini** for the fourth year running, to be succeeded by **Nicola Ricciardi** in October.

133 national and international exhibitors confirmed their participation in the event, enriching the **digital platform** developed in partnership with **Artshell**, with **1761 works** divided into **four broad thematic areas** that have always distinguished the research pathway of this exhibition event: **modern, contemporary, emergent art** and **collectible design**.

195 online events, from **Milan Art Week**, organised in collaboration with the **Municipality of Milan – Culture**, to **galleries**, along with over **125 insights** enabling the general public to broaden their knowledge of artists and exhibited works.

178,709 views of works, **10,119 of events** and **7,693 of insights: impressive numbers** which, along with an **average remain time of 24 minutes on the platform** and a total of **2,240,000 interactions**, prove to what extent browsing through the rich digital contents of the exhibition stimulated the interest of visitors.

Chats were a big hit, enabling exhibitors and users to directly engage in dialogue: **1,986 chats were opened** - including **884 conversations with more than 5 interactions per user** - for a total of **8,331 messages** and **2,569 images** of works sent.

Even on occasion of this digital edition **Fondazione Fiera Milano Acquisition Fund** acquired **8 works**, for a total value of **50,000 euros**, by the following artists: **Giorgio Andreotta Calò** (Sprovieri, London), **Alexandra Bircken** (Herald St, London), **Talia Chetrit** (Kauffman Repetto, Milan – New York), **Daniel Dewar & Grégory Gicquel** (Clearing,



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New York – Brussels), **Mimosa Echard** (Martina Simeti, Milan), **Anna Franceschini** (Vistamare | Vistamarestudio, Pescara – Milan), **Corita Kent** (Andrew Kreps, New York), **Margherita Raso** (Fanta–MLN, Milan).

miart looks forward to meeting you at its 25th edition, directed by Nicola Ricciardi, from 9th to 11th April 2021, with a reserved preview on Thursday, 8th April 2021.

All updates will be available online on the website miart.it

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