



**FIERA MILANO**

**miart**

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Fiera Milano**

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## Ufficio stampa / Press office

**miart 2020 - digital edition**

**11-13 September 2020**

**VIP and PRESS preview: 9-10 September 2020**

*Milan, 7 September 2020.* **miart** presents its **first digital edition**. The international modern and contemporary art fair organised by **Fiera Milano** and directed by **Alessandro Rabottini** will be held **from 11 to 13 September 2020** in Milan with a **VIP preview on Wednesday 9 and Thursday 10**, as a prelude to the **2021 edition** that will take place both physically and online.

The innovative format conceived for the 2020 edition of the fair aims at reasserting the commitment of **Fiera Milano** to **supporting the restarting** of the art system and of the entire manufacturing and economic fabric of Milan, the Lombardy Region and Italy as a whole.

Galleries, artists, museums, exhibitions and art spaces worldwide are experimenting with new ways to reach their audiences, exploring the digital world as a proximity space. We are witnessing a global effort to transform distance into sharing.

miart has always fostered exchanges between diverse disciplines and generations to mix artistic languages that at a first glance may appear worlds apart. In other words, **miart digital** is our contribution to the contemporary debate by providing a platform and an array of tools to promote visual arts and foster their appreciation by art lovers worldwide.

**Over 130 national and international exhibitors** accepted the invitation to join the digital edition of miart on a platform developed in collaboration with **Artshell**, confirming their participation to the **research** that has distinguished the fair over the years and demonstrating the solidity of the network we have built over the years.

**Four major thematic areas** developed on the platform reflect the characteristic conceptual architecture of **miart** based on continual exchanges between **modern, contemporary, emerging** and **art and collectable design**.

Galleries will have the opportunity to share with the audience not only a wide selection of **works for sale** but, also, **multi-media content** related to exhibitions currently and recently organized at their venues and shows by represented artists held at public and private institutions.

**miart digital** will also be offering exhibitors, collectors and art professionals a more immediate way to dialogue using a **confidential instant chat** tool designed to allow exhibitors and visitors to communicate directly and overcome geographical distances.

The digital platform will also present the **Art Week** events, organized by the **Municipality of Milan**, that will take place **from 7 to 13 September 2020**, involving Milanese private and public institutions.



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The support of **Fondazione Fiera Milano** has been reconfirmed this year with a contribution of **50,000 euros** through the **Fiera Milano Acquisition Fund**, demonstrating the mission to support the market concretely.

*"This edition of digital miart is certainly different from the physical ones we were accustomed to but will be sure to meet all expectations", declared **Enrico Pazzali**, President of Fondazione Fiera Milano. "Despite its particularity, we confirm our commitment to enhancing contemporary art through our trust fund. Over the years, the fund that has contributed to increasing the value of the Fondazione Fiera Milano collection, which today counts 92 works representing an array of different artistic expressions, including paintings, sculptures, films, photography, drawings and installations. The works are kept in the Palazzina degli Orafi in Largo Domodossola, the headquarters of Fondazione Fiera Milano, and are illustrated in the 'Prospettiva Arte Contemporanea. La collezione di Fondazione Fiera Milano' catalogue published by Skira. The catalogue tells the story of our commitment to contemporary creativity through works that have interjected the growth and internationalisation of miart over recent years".*

(The entire collection can be seen on <https://www.fondazionefieramilano.it/it/arte-e-cultura/fondazione-per-l-arte-e-la-cultura.html>).

Fondazione Fiera Milano Acquisition Fund **jury** members are:

- > **Diana Bracco**, member of the Fondazione Fiera Milano Executive Committee (Panel President)
- > **Luca Lo Pinto**, Artistic Director, MACRO - Museum of Contemporary Art, Rome
- > **Roberta Tenconi**, Curator, Pirelli HangarBicocca, Milan
- > **Marianna Vecellio**, Curator, Castello di Rivoli Museum of Contemporary Art, Rivoli - Turin

**VIP** and **VIP PLUS** guests will have **exclusive access** to the platform during the preview on **9 and 10 September**. The general public can access the platform **free of charge from 11 to 13 September (registration required)**.

**miart digital** aims at becoming a tool for consolidating existing exchanges and starting new ones ahead of the **physical and digital edition that will be held from 9 to 11 April 2021**.

All updates will be available online on the website [www.miart.it/en](http://www.miart.it/en)