



Fiera internazionale d'arte moderna e contemporanea  
International exhibition of modern and contemporary art

## **ARTE FIERA 2014: A SUCCESS - NEARLY 50 THOUSAND VISITORS THE NEW 19<sup>TH</sup> CENTURY AND PHOTOGRAPHY SECTIONS HUGELY POPULAR WEB FAN AND SOCIAL MEDIA BOOM**

Arte Fiera 2014 has been a decided success - in terms of the number of exhibitors, visitor reactions - both at the Fair, on the website and social media - the economic results, and journalists present. Already at the preview on Thursday 23<sup>rd</sup>, attendance was a record 8 000 people. Visitor numbers grew with every day open to the public, especially at the weekend, with long queues at the ticket office well before opening time. At 5 p.m. today, the last day of the International Modern and Contemporary Art Fair, attendance stood at 47 500, an increase of approximately 15% on last year. Over the four days, 172 art galleries (+ 25% compared to the last two years) showed more than 2 000 works of art. Present too were more than 1 500 artists, 127 guest collectors and another 3 500 visiting collectors. "Ours is a not-to-be-missed venue for all art galleries and the Italian art market; a cultural event for the whole country and for Bologna, a city that knows how propose exciting original art, experimentation and technology", underlined BolognaFiere President, **Duccio Campagnoli**, during the press conference concluding the 38<sup>th</sup> International Modern and Contemporary Art Fair. Culture pays, Campagnoli noted, pointing to the positive economic results, the wide publicity enjoyed with more than 1000 accredited journalists and the steep increase in website hits and social media exchange compared to the previous edition. With **15 200 social network interactions** during the days of the Fair, Arte Fiera became the art fair with the largest following.

The official website, revamped for the 38<sup>th</sup> edition with new graphics, more content and services, received **53% more visits (76 567)**, + **54% unique visitors (60 033)** and + **38% page views (358 427)**. The number of hits soared especially on Friday, 24 January (**20 277 visits** and **17 853** unique visitors (+39% and + 42% respectively compared to 2013) and Saturday, 25 (**27 131 visits** to the website; **23 013** unique visitors (+75% and + 74% respectively on 2013).

Arte Fiera's **Facebook** fans were close to 20 000 (**19 805**), i.e. 2 500 more per day from the inauguration onwards, with some **1.2 million interactions** with profiles, tags, likes, comments and shares (FB, TW, YT, Instagram and FourSquare) and **1.5 million impressions** for social-media news releases (FB and TW). Viral sharing of the official #Artefiera tag: **8 000**, and **6 500 images** of the same tag on Instagram. To date the dedicated YouTube channel has published **63 videos** with **more than 13 500 views**.



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Accompanying President Campagnoli at the meeting with the press were Artistic Directors **Claudio Spadoni** and **Giorgio Verzotti**, both reconfirmed for the 2015 edition, and **Annamaria Gambuzzi**, President of the national association of modern and contemporary art galleries in Italy.

“The outcome has been absolutely positive”, observed Ms Gambuzzi. “We have seen a return to the favourable climate that had somewhat faded on account of the general crisis. The last few days have seen huge crowds and collectors doing good business. I have had very positive feedback from the art galleries. The great thing about Arte Fiera is its ability to offer consolidated works of art together with those of younger artists”.

Tradeshows aimed to sell their wares or at least to broaden the market for their exhibitors. As was evident from the opening day, this edition of Arte Fiera took place under a very lucky star. There were many sales but also many “useful contacts” to be followed through after these hectic days either in the art gallery or at the home of prospective buyers. First estimates indicate that the later post-war period up to the 1970s was a key area of interest.

A great success too was the new version of Arte Fiera that extended its scope to include the second half of the 19<sup>th</sup> century, photography, art from Eastern European countries, and major contemporary Chinese works of art from important galleries. Another new feature was a special exhibition of artwork using ink, a sneak preview of BolognaFiere’s Sh Contemporary show to be held in Shanghai from 12 to 14 September 2014.

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