



fiera internazionale d'arte
moderna e contemporanea
international exhibition
of modern and contemporary art
Bologna
02/05.02.2018

ARTE FIERA 2018 EXPERIENCE: THE FIRST DEDICATED APP CONTENT, INITIATIVES, EXCLUSIVE SERVICES AND THE CONTEST #LOVEARTEFIERA2018: TAKE A PHOTO DURING ARTE FIERA 2018

On the eve of the 42nd edition of Arte Fiera there have already been 100,000 visits to the website, 65,000 unique users and over 43,000 page views. The social channels, thanks to a continuous form of storytelling that accompanies users at the event, have stood out as a reference point for the art community, with over 45,000 fans active on Facebook, 9,000 on Twitter and over 7,600 on Instagram.

THE ARTEFIERA 2018 APP HAS ARRIVED

During the days of the Fair, in addition to updates and live streams on the website and social channels, the Arte Fiera experience will be further enhanced with a tool for obtaining information and sharing: the event's own App. This year, for the first time, the Arte Fiera 2018 App will be available for free and will enable the public to experience fully the entire Fair, which this year is packed with meetings, events, initiatives and opportunities. Exclusively on the App Arte Fiera will be making available and presenting: VIP Service, access to a reserved area to download entrance passes to the Fair; POLIS/Artworks, to discover all of the installations around the city plus extra content and dedicated in-depth features; the Contest #iloveartefiera2018, take a photo during Arte Fiera 2018, upload it onto the App and you could win a stay for two at the exclusive Resort Palazzo di Varignana in the hills near Bologna (find out how to enter the competition on www.artefiera.it and on the App).

Furthermore, with the App visitors will be able to consult also offline the full catalogue of works and artists present at the Fair and it will be possible to geo-locate individual galleries and exhibitors, consult the official programme of events both at the fair and around the city, create lists of favourites, find all of the services and useful information for visiting the Fair. The App will also enable users to share content, images and video on the main social media.

The Arte Fiera 2018 App will be available on AppStore and GooglePlay from Wednesday 31st January.

DIGITAL KIT ARTEFIERA 2018

Website: www.artefiera.it - PHOTO GALLERY/VIDEO GALLERY

Facebook.com/artefiera

Twitter.com/artefiera

Instagram/artefiera_bologna

YouTube/http://bit.ly/11qM4ni

Hashtag ufficiale di manifestazione: #artefiera



BolognaFiere spa

Viale della Fiera, 20 - 40127 Bologna, Italia
Tel. +39 051 282111 - Fax +39 051 6374004
segreteria.generale@bolognafiere.it
[PEC bolognafiere@pec.bolognafiere.it](mailto:PEC.bolognafiere@pec.bolognafiere.it)
Capitale sociale 106.780.000,00 i.v.
C.F. - P.IVA e Reg. Imp. BO 00312600372 - REA BO367296

Show Office

Piazza Costituzione, 6 - 40128 Bologna, Italia
Tel. +39 051 282111 - Fax. +39 051 6374019
artefiera@bolognafiere.it - www.artefiera.it