



fiera internazionale d'arte
moderna e contemporanea

international exhibition
of modern and contemporary art

Bologna
01/04.02.2019

SUCCESS IN TERMS OF SALES, ATTENDANCE AND CRITICAL ACCLAIM FOR ARTE FIERA 2019

An enthusiastic reception for new artistic director Simone Menegoi's renewal project

The 43rd edition of Arte Fiera, the first under the guidance of new artistic director **Simone Menegoi**, has been deemed a resounding success as it concluded today in Bologna.

There was positive news also on the sales front for galleries, which during the event managed to develop interesting new contacts with visiting collectors.

Simone Menegoi concluded the final day of the Fair declaring that, "Assuming the direction of Italy's longest running fair was a genuine challenge. Judging by the reactions of the galleries, collectors, the public and the press, in this first edition we can claim to have succeeded. We will get back to work on the preparations of Arte Fiera 2020 with the faith and determination that follow on from such a happy debut."

The five days of the modern and contemporary art fair in Bologna, including the preview on 31 January, enjoyed **brilliant results**, for a fair that focused on its Italian identity but with international-quality galleries, and that chose brand new criteria for participation, inviting the galleries to present a limited number of artists.

This decision was rewarded by the response of the exhibitors with a third of the 141 galleries choosing to present monographic stands and by the excellent response from the markets and success with the public with more than 50,000 visitors attending.

Another feature of the event's success was the number of national and international collectors (350) received at Arte Fiera over the five days of the event.

The event was divided into two sections: **Main Section** (128 exhibitors) and **Photography and the Moving image** (18 exhibitors). The first was dedicated to Modern and Post-War art up to contemporary, and the second open also to video and entrusted to the artistic direction of **Fantom**, a curatorial platform conceived between Milan and New York in 2009, represented by Selva Barni, Ilaria Speri, Massimo Torrigiani and Francesco Zanot.

Highly appreciated was the exhibition **Solo figura e sfondo**, curated by **Davide Ferri**, who brought together for the very first time works from the public and private institutional collections in Bologna and the Emilia-Romagna Region. And this was just the first appointment in a series entitled **Courtesy Emilia-Romagna**. A source of notable curiosity was **Oplà. Performing activities**, curated by **Silvia Fanti**, a programme of actions that took place at the fair, on its margins and around the city, with interventions by Italian artists such as **Alex Cecchetti**, **Cristian Chironi** and **Cesare Pietroiusti** (230 ideas were proposed by visitors in exchange for works on display) and **Nico Vascellari**. Almost 1000 children, young people and adults were among those to take part in the educational workshops (for the first time at Arte Fiera) **micro//macro**, linked to the theme "Arte and Science" by the **Fondazione Golinelli**, as part of the project dedicated to art's formative role for younger generations. Also attracting keen and numerous audiences were the talks organised by the magazine **Flash Art**, a content partner of Arte Fiera.



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

Capitale sociale 106.780.000,00 i.v.

C.F. - P.IVA e Reg. Imp. BO 00312600372 - REA BO367296



fiera internazionale d'arte
moderna e contemporanea

international exhibition
of modern and contemporary art

Bologna
01/04.02.2019

Concluding the renewed public programme was the brand new Service Centre, the venue for ***Hic et Nunc***, a lounge-installation created by the artist **Flavio Favelli**.

There was also a warm and positive response to Arte Fiera's homage to **Franco Bartoli** and **Pasquale Ribuffo**, historic directors and founders of the **Galleria de' Foscherari** in Bologna, two men who have attended and supported the Fair in Bologna since its first edition. In Pavilion 26 an exhibition space was dedicated to the two friends and their projects with a selection of archive photographs, catalogues, publications and objects. The tribute was a prelude to an exhibition about the gallery that will be inaugurated in 2019 at MAMbo.

Six important awards presented this year: **The Mediolanum Award for Painting** was won by Nazzarena Poli Maramotti with the work *Dopo la Tempesta*, 2017, presented by the gallery A+B (Brescia). The first **Annamaria and Antonio Maccaferri Prize for Photography** was won by Virginia Zanetti, with the work *I Pilastrini della Terra*, 2019, presented by the gallery Traffic (Bergamo). The second prize went to Takashi Homma, with the work *Mushroom from the forest #1*, 2011, presented by the gallery Viasaterna (Milan), and to Emilio Vavarella, with the work *The Google Trilogy – 1. Report a problem*, 2012, presented by Galleriapiù (Bologna). The **Arte e Progetto, Jacobacci & Partners Award** was won by Bernd Ribbeck with the work *Untitled*, 2018, presented by the gallery Norma Mangione (Turin). The **#ContemporaryYoung Award** went to Alberto Scodro, with the work *Santa Maria*, 2017, presented by the gallery Car Drde (Bologna). The **ANGAMC Career Award** for Lifetime Achievement was won by the gallery owner, the late Pasquale Ribuffo. The **Premio Rotary Bologna Valle del Samoggia Award** was won by the gallery AF of Bologna, the Rotaract Bologna Award and the Andrea Sapone Special Award were won by the artist Sergia Avveduti.

This year's edition of Arte Fiera attracted and involved numerous Italian and foreign journalists, supporting the work of information and detailed communication dedicated to the event. More than 1000 accredited journalists (+5% from all over the world, including those from, USA, Germany, France, United Kingdom, Spain and Russia) provided international and national reports on the proposals and events of the new artistic direction of Arte Fiera.

There were also numerous correspondents from national daily titles during the days of the event. Dozens of radio and television broadcasts, various hundreds of articles in daily press and general publications and specialised press for the sector, and on web magazines; the daily media coverage offered live reports, special coverage, interviews that have narrated the story of the 2019 event in Bologna.

Numerous media partnerships with the publications from the sector and journalists hosted in Bologna since the Vernissage on Thursday 31 January.

Arte Fiera's Digital Platform confirmed its credentials as an integrated hub of tools, services and information: communications via the web and social channels were used extensively and dynamically by exhibitors and partners.

Success was also confirmed online by more than 200,000 visits to the website, more than 56,000 accesses over the five days of the event with peaks of over 18,000 visits a day.



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

Capitale sociale 106.780.000,00 i.v.

C.F. - P.IVA e Reg. Imp. BO 00312600372 - REA BO367296



fiera internazionale d'arte
moderna e contemporanea

international exhibition
of modern and contemporary art

Bologna
01/04.02.2019

Concerning the four main social channels: the **Facebook** fan base reached a share of 50,000 (+3,000 on 2018), coverage of 307,000 and 90,000 interactions in the days of the Fair (the top profile in Italy in terms of performance ranking 75/100 source *Likealyzer*).

200,000 users reached from Arte Fiera and Art City White Night.

10,000 followers on **Twitter** (333,000 views) and over 15,000 followers on the social channel **Instagram** (+67% on 2018); on Instagram, moreover, the increase in followers doubled (4,000 in the two months prior to the event) and there were over 80,000 views on Instagram Stories and IGTV. Instagram confirmed its position as the preferred online media for the public at Arte Fiera.

A large influx of visitors enjoyed **ART CITY White Night** on 2 February with the extraordinary opening of galleries, independent exhibition spaces, historic palazzi, shops and other establishments open to the public.

With thanks to the partners of the 2019 edition of Arte Fiera: **ANGAMC – National Association of Modern and Contemporary Art Galleries**; the content partner **Flash Art**; the media partners: **Artprice.com** and **The Mammoth Reflex**; the official champagne **Laurent-Perrier** and the official car **Lexus Bologna**. The sponsors of Courtesy Emilia-Romagna: **R&P Consulting** and the **Private Office of Sheikh Saeed Bin Ahmed Al Maktoum**; the technical sponsor: **Spedart**. VIP Lounge concept by **MSG | Studio.events** - technical sponsor: **Artemide, Filicori Zecchini, LAGO** and **Lauretana**.

CONTACTS

Arte Fiera – Press Office

Lightbox

Elena Pardini, elena@lightboxgroup.net +39 348 3399463

Teresa Sartore, teresa@lightboxgroup.net +39 349 6609573

Alessandra Bellomo, alessandra@lightboxgroup.net +39 333 1833446

tel. +39 041 2411265

Product Communication and Event Manager

Isabella Bonvicini, Isabella.bonvicini@bolognafiere.it

tel. +39 051 282920

BolognaFiere – Press Office

Gregory Picco, Gregory.picco@bolognafiere.it

tel. +39 051 282862

DIGITAL KIT ARTE FIERA 2019

Website: www.artefiera.it

Facebook: [facebook.com/artefiera](https://www.facebook.com/artefiera)

Twitter: twitter.com/artefiera

Instagram: [instagram.com/artefiera_bologna](https://www.instagram.com/artefiera_bologna)

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

Official event Hashtag: #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

Capitale sociale 106.780.000,00 i.v.

C.F. - P.IVA e Reg. Imp. BO 00312600372 - REA BO367296