



fiera internazionale d'arte
moderna e contemporanea

international exhibition
of modern and contemporary art

Bologna
24/26.01.2020

Arte Fiera 2020: a new programme of guided tours in partnership with UBS

Arte Fiera pays special attention to welcoming the general public as well as collectors. **Guided tours**, led by young art historians personally prepared by Simone Menegoi, Artistic Director of the fair, are essential elements of this attention.

Arte Fiera is happy to announce that the programme of guided tours of the next edition, full of appointments and "auteur" tours, has been made possible by a prestigious partner: **UBS**, the world's top provider of Wealth Management services.

Internationally known for its support of contemporary art, UBS Italy strongly believes in this project, which will fully inform the public and collectors about the exhibition and its cultural paths. The UBS space in Hall 18 will be the meeting point and starting point for the tours. In order to explore the exhibition at the appropriate level of detail, the tours will concentrate either on Hall 18 (devoted specifically to modern art and post-war artists) or on Hall 15 (devoted to contemporary art).

In addition to this daily service, there will be three very special tours, one on each day of the fair (24-26 January): the curators of the special sections (**Francesco Zano** of the Fantom platform for **Photography and Moving Images**, Laura Cherubini for **Focus**, and Davide Ferri for **Pittura XXI**), will offer visitors in-depth guided tours of their respective sections.

The guided tours (six per day) will be held from **Friday 24 to Sunday 26 January** and will be about 60 minutes long, with a maximum of 20 people per group. Art lovers can easily book online at www.artefiera.it; holders of VIP cards can also book online, directly from their personal page.



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