



PLAYLIST

VISIONI TRASVERSALI SULL'ARTE

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PLAYLIST, ARTE FIERA'S DIGITAL CULTURAL INITIATIVE, WAS A GREAT SUCCESS!

Bologna, 26 January 2021 – **PLAYLIST**, the digital cultural initiative launched by **Arte Fiera** as a gift to its wide-ranging public, formally closed on Sunday at midnight. The data at hand confirm the enthusiastic response by the public, the institutions involved, the personalities who took part, and the online and offline press, which gave the project extensive coverage.

The decision by **BolognaFiere**, by artistic director **Simone Menegoi**, and by assistant director **Gloria Bartoli** to focus exclusively on Arte Fiera's **cultural aspect**, offering a free and inclusive programme of contents, was embraced by everyone involved: especially by the **150 galleries** that participated in the **In galleria** digital showcase, as well as by the distinguished partners that took part in **PLAYLIST (Istituzione Bologna Musei | MAMbo - Museo d'Arte Moderna di Bologna, Fondazione Cineteca di Bologna, Corraini Editore, Flash Art)**. Their approval will stimulate the Artistic Direction's preparation of the next edition of Arte Fiera, scheduled from 21 to 23 January 2022.

The public's response to the online cultural project was enthusiastic: **26,000 visits** to the site and over **170,000 pages viewed**. The community saw the rich programme of live events on social networks: over **22,700 followers** on **Instagram** and **53,200** on **Facebook**. The FB event dedicated to **PLAYLIST** had **50,000 followers** and a total of **150,000** people saw the event.

PLAYLIST doesn't end here: many of its contents will remain online on <http://www.artefiera.it> until the end of February, and the *In mostra* section curated by Stefano Arienti can be visited until the end of March.

Simone Menegoi says: "After deciding not to look for alternative dates for Arte Fiera 2021, convinced that holding the Fair in January is indispensable, we were aware that creating a digital event focused exclusively on culture was a risk. There was no way to be sure, but the response of the public, the galleries, and the press proved that we were right, and this provides strong encouragement for the path that will lead Arte Fiera to the next – live – edition. Our sincere thanks to the galleries and institutions that participated in **PLAYLIST**, and to the media and public that made it such a great success.

Until we see each other again at BolognaFiere for Arte Fiera 2022, **21 to 23 January 2022**, you can stay updated on our new events and projects on our website and on Instagram!

www.artefiera.it - [#artefieraplaylist](https://www.instagram.com/artefieraplaylist)

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