



fiera internazionale d'arte
moderna e contemporanea
international exhibition of
modern and contemporary art
3-5/02/2023
Bologna



Connecting Green Hub, the installation by MCA – Mario Cucinella Architects, welcomes visitors at Arte Fiera Service Centre

Bologna, 3 - 5 February 2023

Arte Fiera returns to Bologna from **3 to 5 February** for its **46th edition**, the fourth under the artistic direction of **Simone Menegoi**. This edition emphasizes global renewal, starting from its design and setup.

Visitors to Arte Fiera 2023 will be welcomed by the installation “**Connecting Green Hub**” by **MCA – Mario Cucinella Architects**: this installation, at the entrance to the Fair, will characterize the fair’s new path with a project symbolising attention to sustainability, the key aspect of MCA’s work for the last 30 years.

For Arte Fiera, and in line with its waste-less logic based on re-use, MCA proposed the reutilization of part of a previous project: the installation is a re-adaptation (both functional and physical) of “Design with Nature”, which MCA created for the 60th edition of Salone del Mobile di Milano in 2022. The installation, in the form of two large tables, designed with the use of recycled materials and with a curved and organic look, creates a variety of multifunctional spaces that stimulate interaction among visitors.

The installation’s design highlights not only a logic of sustainability, but also a functional versatility, which **Mario Cucinella, founder of MCA - Mario Cucinella Architects and SOS - School of Sustainability**, describes as follows: *“art and design have always co-existed in constant dialog and contamination, generating shapes and spaces that are moulded further by historical context and by society. This principle of constant mixture has been transformed into the characteristic shapes of the multifunctional island installed in BolognaFiere’s Service Centre: an inanimate object whose welcoming, curved shape promotes encounters and relations, transforming a horizontal surface into a space for cultural dialogue.”*

MCA has translated these concepts, giving new life to the project and adapting it to meet the functional needs of its new location. The new version of the table – a curved element placed in a 1225 m² space – will feature a bookshop, a VIP desk, and an area devoted to presentations and meetings.

A logic of sustainability and versatility that looks to the future: after the 2023 edition of Arte Fiera has concluded, the installation will remain open, with various shapes and functions for other events to be held in the spaces of BolognaFiere during the year.



BolognaFiere spa
Viale della Fiera, 20 - 40127 Bologna, Italia
Tel. +39 051 282111 Fax +39 051 6374004
segreteria.generale@bolognafiere.it
PEC buindustry@pec.bolognafiere.it
Capitale Sociale 157.200.000 i.v.
C.F. - P.IVA e Reg. Imp. BO 00312600372 - REA BO367296

Show Office
Tel. +39 051 282863 / 282929
artefiera@bolognafiere.it

www.artefiera.it



fiera internazionale d'arte
moderna e contemporanea
international exhibition of
modern and contemporary art
3-5/02/2023
Bologna



Digital Kit Arte Fiera 2023

www.artefiera.it

Facebook @artefiera

Instagram @artefiera_bologna

YouTube www.youtube.com/artefiera

Official hashtag #artefiera2023

www.artefiera.it

Contacts

Communication and External Relations Manager

Isabella Bonvicini, isabella.bonvicini@bolognafiere.it +39 335 7995370

BolognaFiere – Press Office

Gregory Picco, gregory.picco@bolognafiere.it +39 334 6012743

Arte Fiera – Press Office

Elena Pardini, elena@elenapardini.it +39 348 3399463

MCA - Mario Cucinella Architects

Silvia Gentile, silvia.gentile@mcarchitects.it +39 335 5833558

SEC Newgate Italia Press Office

Giulia Bertolini, giulia.bertolini@secnewgate.it +39 333 7891567

Floria Bruzzone, floria.bruzzone@secnewgate.it +39 342 9169512



BolognaFiere spa

Viale della Fiera, 20 - 40127 Bologna, Italia

Tel. +39 051 282111 Fax +39 051 6374004

segreteria.generale@bolognafiere.it

PEC_buindustry@pec.bolognafiere.it

Capitale Sociale 157.200.000 i.v.

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

Show Office

Tel. +39 051 282863 / 282929

artefiera@bolognafiere.it

www.artefiera.it