



MIA Fair and Fiere di Parma together: a leading European hub for Art, Antiques, Photography and Design is born.

MIA Milan Image Art Fair, the most important Italian art fair dedicated to photography and the photographic image, and **FIERE DI PARMA**, the exhibition centre that organizes – online as well – some of the main Italian exhibitions, including Mercanteinfiera, Gotha and Cibus, **join forces** to further boost the photography market and to attract investments not just from collectors but also from international professional buyers, positioning MIA Fair in a decidedly European perspective and capitalizing on the location in Milan and on Fiere di Parma's strong international relations.

The more than 10 years' experience of MIA creators and organizers and the expertise of an exhibition centre with an established international reputation come together to become a real, permanent hub for operators participating in exhibitions but, above all, for a quality range of initiatives that project MIA Fair into a leading position for offering new opportunities - including digital ones - to exhibitors, ensuring continuity of investments and privileged contacts with foreign markets, namely, the new buyers and collectors who have always been key to the art market.

"MIA Fair has never been "just" a fair, - assert Fabio and Lorenza Castelli, respectively founder and organizational director of MIA Fair – we have always believed that our natural vocation was to export a model that has proved immediately successful in our country; hence the search for a strategic partner that would allow us to project MIA abroad, towards those goals necessary for addressing the developments of markets, their new sensitivities and the changes due to the arrival of ever more advanced technological supports. Fiere di Parma is undoubtedly the travel companion that we were looking for and that will let us face the future with confidence and enthusiasm."

The international nature of this partnership finds immediate, concrete confirmation in the opportunity of organizing a collective show of MIA exhibitors in some of the main foreign art fairs, such as ART COLOGNE 2023, ART SG Singapore and World Art Dubai, precisely with a view to providing the visibility and international presence that is so important to exhibitors.

In addition, Fiere di Parma will set up for the next edition of 2022 an annual fund of 20,000 Euro for the purchase of one or more works, with the aim of enriching and increasing its artistic assets, in further confirmation of its commitment to working alongside the art and collecting world in general, and as part of its own economic, social and cultural development aims.

On the one hand, the cultural context and roots in the world of photography of the city of Parma, the birthplace of prestigious authors and host to one of the largest collections of Italian art photography, CSA, and, on the other, the dynamism and the meeting and authentic 'showcase' opportunities provided by Milan, find a synthesis in the determination to pursue this professional relationship, actively collaborating in the organization of MIA Fair, starting from the edition scheduled for Spring 2022.