

ARTVERONA 2018: 145 ITALIAN GALLERIES, 5 EXHIBITION VENUES, FOR THE FIRST TIME A FOREIGN COUNTRY AS GUEST WITH “FOCUS ON LITUANIA”. MODERN AND CONTEMPORARY TAKE CENTER STAGE IN THE 14TH EDITION, CONFIRMING COLLECTING AND ART & ENTERPRISE AS THE GUIDELINES OF THE FAIR’S DEVELOPMENT PLAN

**Veronafiere has a new art purchase fund: *A disposizione*.
Adrian Paci presents the ‘Free Stage’ section**

Milan, 29 May 2018 – From the very start the aim has been selection, with the best proposals in modern and contemporary art, with focus on the Art & Enterprise match and the figure of the collector. For its 14th edition ArtVerona, presented today in the Futurdome of Milan, hosts 145 galleries that will exhibit at Veronafiere from 12 to 15 October, 2018.

The edition promises to be absolutely at the highest level, under the art direction of **Adriana Polveroni**, with the theme **Utopia** - intended as theoretical horizon and concrete drive of a project dedicated to the Italian ‘art system’ - acting as the review’s *leitmotif*, while **#backtoitaly** is the theme the Fair champions to showcase the virtuous relations between galleries, artists, collectors, museums and enterprises in a land – Verona - capable of expressing the qualities of Italy throughout the world.

At today’s meeting in Milan, chaired by Cristiano Segnanfreddo, were present: Romano Artoni, Vice President of Veronafiere Spa; Elena Amadini, Stone&Design Area Manager of Veronafiere Spa; Adriana Polveroni, Art Director of ArtVerona; Giovanni Bonelli, Vice President of ANGAMC; Antonio Grulli, Collezionismo al centro; Adrian Paci, Free Stage; Julija Reklaitė, Focus on Lituania; Paola Tognon, ArtVerona Talk.

«In organizing and promoting ArtVerona, Veronafiere emphasises and gives substance to the bond with its activity and territory, bringing together its strongest brands, such as Marmomac, Vinitaly, Fieracavalli, the world of entrepreneurship, and collectors in a virtuous circle that also sees as privileged partners the top players of the region in which it operates: the Municipality of Verona and its subsidiaries AGSM and AMIA, as well as the University and the Fine Arts Academy of Verona and Cà Foscari of Venice – states **Romano Artoni, Vice President of Veronafiere** -. The bond is very strong with the collectors who are very attentive and present both with purchase groups and in sponsoring prizes and awards. The novelty of this year is the first step that Veronafiere, quite recently transformed into a joint-capital company, is taking in the world of collection with the creation of “A disposizione”, the new art purchase fund of Veronafiere».

«The market is the fair’s actual star scenario, but the objective is to embark it on other pathways so as to keep its cultural level high – explains **Adriana Polveroni, Art Director of ArtVerona** – This is another reason why the ArtVerona team has been joined by new curators, like Adrian Paci, the international artist who has followed the Free Stage project, or Julia Reklaitė, the cultural attaché of the republic of Lithuania, the first foreign country to be the centerpiece of a ‘Focus on’ section, and Geraldine Blais, in charge of the project concerning artist residencies in businesses».

ArtVerona 2018 boasts five sections, ranging from modern to contemporary art. In addition to the **Main Section, Grand Tour** – dedicated to galleries that operate in the field of exchange between Italy and foreign countries – there are the more experimental sections: **Raw Zone** and **Scouting**. The section “**Focus on**” for the very first time has been dedicated to a guest country chosen from the North-Eastern European axis. This year it’s Lithuania, in cooperation with **Julija Reklaitė**, the cultural attaché of the Republic of Lithuania to Italy, comprising 5 art galleries selected among the most active of the country’s young art scene.

The presentation of young artists has been assigned to **Free Stage**, with the international artist **Adrian Paci** acting as curator, invited to present the research of artists who are not yet represented by a gallery: the duo **Chiara Ricci** (1982), **Alessandro Laita** (1979), and **Leonardo Pellicanò** (1994).

The area dedicated to **Spazi Indipendenti** (Independent Spaces), curated by **Cristiano Seganfredo**, has reached its 9th edition and its open call for the 14 star entities to be hosted at the **THE INDEPENDENT** platform of the **MAXXI**, the project's partner, is still pending.

Leading the new entries of the ArtVerona platform, that brings together galleries, artists, collectors, institutions, independent entities, is still **the world of business** that has always been the privileged partner of the fair.

This year sees the birth of the cooperation with NUOVE // Residency, an "artist residencies in businesses" project established and directed by **Geraldine Blais**. The Fair joins the project by promoting new residencies supported by local galleries and collectors for the creation of works that will place the production potential and the manufacturing know-how of the Veneto region at the artists' disposal.

The relationship **with collectors** is one of ArtVerona's priorities and is expressed throughout the year through the cooperation with **Consorzio dei Collezionisti delle Pianure**, the collectors' consortium guided by **Antonio Grulli**, an expression of entrepreneurship that has made North-Eastern Italy a place of Made in Italy excellence, with contributions from all over the peninsula. This has been the starting point of the 'Voyage to Italy' of **Collezionismo al centro**: after **Bologna** there will be **Naples, Rome** and then **Verona** in September. The analysis of Italian collecting is expressed in the tale of **Critical Collecting**, an editorial project by **Antonio Grulli**, as well as in the live debates at the **ArtVeronaTalk** meetings during the Fair, curated by **Paola Tognon**.

This veritable workshop on collecting has generated new ideas and concrete initiatives, such as the first edition of the **WiDiCollect (Wise Dialog Collecting)** prize dedicated to multi media art, conceived by a collector, the financial consultant Fabio Agovino, and promoted by the bank Banca Widiba.

Another novelty is '**A disposizione**', the new art purchase fund of Veronafiore for a value of 10,000 euros.

The other **prizes** and **awards** have also been confirmed, announcing new candidates for **LEVEL 0**, the project supported by **AGSM** through which the directors of Italy's major museums select an artist exhibiting at the Fair to display his/her works in their own museum spaces. Other confirmed events are the **Premio Icona** and **Premio Fotografia Under 35** prizes, sponsored by the entrepreneur and photographer Riccardo Aichner, the **Sustainable Art Prize**, in cooperation with the 'Ca' Foscari' University of Venice, and **Display**, the **i9 - Spazi indipendenti** prize sponsored by AMIA. Also confirmed is the **Gruppo Privato di Acquisizioni** (Private Purchasing Group).

In tune with the spirit of cooperation that is a trademark of the activities of ArtVerona in the city, once again the Fair will present a set of **Art & the City** initiatives, still under development, in synergy with the Municipality of Verona. The program also envisages a homage paid to the great Japanese artist **Hidetoshi Nagasawa**, who recently disappeared and who had chosen to live and work in Italy. This initiative therefore takes on special significance at a fair such as ArtVerona that has chosen to first enhance Italy and its art.

Link for press release photos

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Press kit and images

<http://bit.ly/ArtVerona2018>

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