

Beat: Arts

## MERCANTEINFIERA returns with a new artistic theme

**The exhibition will open on 27 February**

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**USPA NEWS** - The world of antiques will meet in Italy, for the spring edition of a review celebrating multiple artistic expressions. Among these will be photography, showcased through a side exhibition which will feature the work of international artists such as Nan Goldin and Ulrich Tillmans.

Antiques, vintage modern and design are the undisputed trademarks of Mercanteinfiera, the prestigious international fair which, from 27 February to 6 March, will be back at Fiere di Parma to welcome buyers and collectors from the most important world markets. This time the ability to amaze, another distinguishing characteristic of this event, will be measured by a multiplicity of artistic languages, which do not shirk from contemporary trends.

Pride of place at Mercanteinfiera Spring 2016 thus goes to photography, the protagonist of an evocative side exhibition that will enhance the scene: "Alone or accompanied? Photography as individual work and as series". This project, organized through a prestigious collaboration with Fabio Castelli, creator of MIA Photo Fair, celebrates the research that accompanies the art of photography, within a space that sees art collecting investigating not only the essential content value of photographic work, but also the market, the relationship with the public and the resulting perceptions.

For visitors it is also an opportunity to admire first-hand the shots of one of the best-known and most appreciated artists in the world, the American Nan Goldin, born in 1953, who from the start stood out through photographic work used as a kind of "public diary" capable of mixing private memories with constant observation of the transgressive and hidden part of her surrounding reality, while always keeping true to an intimate and personal approach.

In addition to the images captured by Goldin's lens, the Mercanteinfiera side exhibition features the work of Sergio Scabar, from Gorizia, whose photography, predominantly focussed on nature, has a unique quality akin to painting, and of the late Luigi Veronesi, one of the greatest Italian abstract photographers of the 20th century, known also for the versatility that led him into the fields of painting, design and graphics. Also: Franco Fontana, from Modena, whose works, capable of recording the abstract expression of colour, are exhibited in over 50 museums around the world; another American photographer, Lynne Lawner, whose photography captures the countless signs of nature and engages it in a dialogue with art; as well as other renowned artists such as Antonio Biasucci, Vittore Fossati, Leonardo Genovese, Rita Lintz, Marcello Mariana, Sara Rossi, Cosimo Re Ricatto, and Ulrich Tillmans

The second side exhibition at Mercanteinfiera, "Parma 360 on view", is dedicated to contemporary creativity, anticipating to some extent the themes of the Festival of creative art that will take place in Parma from April 29 to June 5 with exhibitions, conferences, workshops and meetings with artists. "Parma 360 on view" is organized in collaboration with Federica Bianconi, Chiara Canali, Simona Manfredi and Camilla Mineo. The "concentration of art forms", ensured by the quality of the two scheduled side exhibitions, enriches the wide and varied programme that always characterizes Mercanteinfiera. The 45,000 square metres of exhibition area will host the new artefacts of 1,000 exhibitors.

Hundreds of buyers have confirmed their presence at the exhibition, reflecting an ever expanding market (United States, Turkey, France, Germany, Austria, Argentina and Switzerland are the most represented countries), which in this edition sees also the participation of Denmark and Norway. The buyers see Mercanteinfiera as the ideal place for investing in antiques (trumeau mirrors, porcelain, 18th-century cabinet work), in watches that include the most prestigious brands, and in furniture offering a range of modern and at the same time sophisticated solutions. At Mercanteinfiera Spring, lovers of the genre can also find the finest vintage artefacts, such as embroidery and jewels, favourites of Victorian and metropolitan heroines, and iconic chic objects, such as unique jewel-handbags, that are true conversation pieces.

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