



ART FIRST

Fiera internazionale d'arte contemporanea
International exhibition of contemporary art

Press

28/31
GEN
JAN
2011
BOLOGNA ITALY

ARTE FIERA ART FIRST 2011: ATTENTION AND OPTIMISM

The 35th edition of Arte Fiera Art First was an enormous success with the public as well as with collectors and professionals.

Over 31,000 visitors, well-known faces in collecting and culture, attended the opening on 27 January, plus **over 200 galleries**: positive results for Italy's largest modern and contemporary art exhibition, which opens the year and sets the course for the market. Optimism is generated by a well-prepared public – less restricted by economic pressures and making well-aimed purchases – and by a renewed propensity to invest in art.

This trend was confirmed by the *2011 Report on the art market – Focus on the modern and contemporary art market (edited by Nomisma and presented at Arte Fiera 2011)*, which emphasised the economic importance (2010 turnover in Italy estimated at 158 million Euros) of a market that involves traditional collectors as well as a growing number of art lovers entering the market for the first time.

For these new collectors, Arte Fiera is the ideal occasion to get their bearings among the market's many possibilities: a unique opportunity to network and increase their contacts. In this regard, the general opinion on the quality of contacts made during the exhibition is unanimous: both young galleries and modern and contemporary galleries made numerous contacts that will form an important starting point for future work.

Arte Fiera Art First 2011 was also a success thanks to BolognaFiere's ability to involve international collectors and to promote a series of events which, every year, make the city an art capital that attracts art lovers from all over the world.

"Quality pays," and Arte Fiera also concludes this edition with unanimous raves for its exhibition spaces, which offered excellent presentations of major works.

Art White Night, a city "in art"

Art White Night 2011 was an incredible success: **about 100,000 participants**, demonstrating growing interest by a public – both Italian



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and foreign – that enjoys having the entire city involved in an all-night art festival.

In addition, the prestigious sixth edition of **Bologna Art First 2011** – *If one winter's day a traveller ...* - presented in 15 locations and involving 22 artists, will remain open until 27 February 2011.

Bologna, 1 February 2010

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