



ART FIRST

Fiera internazionale d'arte contemporanea
International exhibition of contemporary art

**29/31
GEN
JAN
2010
BOLOGNA ITALY**

Press

ARTE FIERA ART FIRST 2010: THREE DAYS FOR ART

The art market launches positive signals from Arte Fiera Art First 2010, Italy's principal contemporary art exhibition and one of the world's largest.

These were busy days for gallery owners at the 34th edition of Arte Fiera Art First, full of contacts with art lovers eager to buy, producing excellent sales results.

Over 30,000 Italian and foreign collectors and art lovers plus over 200 galleries (a third of which foreign) **came to the first edition of Arte Fiera Art First concentrated in only 3 days** (one less than in previous editions). As always, the international event opening the year for the art world was a showcase of market trends and emerging styles, with countless works presented by prestigious international galleries.

Arvo Pärt and Bill Viola dedicate a unique event to the city

On Friday 29 January, the Estonian composer and the American artist – invited by Arte Fiera Art First and Centro della Voce of Bologna University – offered an evocative performance for music and video to a full house at the Aula Magna of Santa Lucia.

Arte Fiera discusses collecting and the art market

International professionals, dealers, and collectors met at two conferences devoted to collecting, and specifically to the Private Museum and to Corporate Collections, highlighting the fact that these two aspects are taking on an increasingly "social" connotation in Italy.

On Sunday 31 January, the round table organized in cooperation with Gruppo 24 ORE focused on legal and tax aspects affecting collectors, artists, and gallery owners in particular.

The public was also extremely interested in the many meetings and art book presentations organized in the Art Café space.

Bologna Art First and Art White Night: art wins in the city

Art is without any doubt the leading player in the events that have been animating the city since the weekend of Arte Fiera.

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The 5th edition of **Bologna Art First** - entitled "Here and Now" (29 January – 28 February) – proposes a pathway along which the site-specific installations of 22 artists, invited by curator Julia Draganovic, dialogue with locations chosen for their specific charm.

The quality of the works and sites attract a huge number of art fans and onlookers of all ages.

The historical centre was invaded by a continuous flow of visitors for **Art White Night**, the all-night art festival, which concluded with fireworks in Piazza Maggiore well after midnight.

The 2010 edition of Arte Fiera Art First achieved success thanks to constant synergy with its sponsors, to which BolognaFiere expresses its sincere thanks: Gruppo Euromobil, Intesa Sanpaolo, Carisbo, and Intesa Sanpaolo Private Banking (partner for the collectors project), Ascom, MBL Marconi Business Lounge, Laurent-Perrier, and Gruppo 24 ORE (Culture Area).

Bologna, 31 January 2010

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