



## ARTISSIMA 24 2017 Edition

**Artissima goes Digital!**  
the complete digital catalogue is now online at  
[www.artissima.art](http://www.artissima.art)

### **Artissima 2017**

**Oval, Lingotto Fiere Torino**

**2 November 2017** | Press presentation, preview, opening

**3-4-5 November 2017** | Open to the public

Artissima, the International Fair of Contemporary Art, opens in 2017 its 24th edition in Torino from November 3rd to 5th and launched a new digital platform for its digital audience. The platform **artissima.art** offers collectors, art professionals and art lovers the possibility to explore galleries, artists and artworks interactively.

Keeping faith with its experimental and innovative approach, which has made it an event of excellence on the international art fairs' scene, Artissima 2017 intercepts new trends in the art world, imagining alternative models for the diffusion and enjoyment of culture.

One such model is **Artissima Digital**, a project launched two weeks before the event thanks to the generous support of Compagnia di San Paolo with the aim of transforming Artissima into a new digital ecosystem, always active before, during and after the fair.

The fair **catalogue** goes digital offering visitors the possibility of virtually experiencing the fair, enjoying its artworks: **registered visitors** can activate their personal area in which they can save their preferred contents creating a personal "virtual experience and collection".

This new ecosystem is enhanced by an **online agenda** that interacts with the user's wishlist, allowing registered visitors to store their favourite events: talks, guided tours, prize ceremonies and artworks. Offering visitors a detailed programme for their visit to the Oval Pavillion, as well as exploring the fair in a fast and easy way, during and after the week of contemporary art in Torino.

Artissima digital allows different audiences to experience and dialogue with the fair through social networking initiatives and a cutting-edge editorial platform throughout the year (**#ArtissimaRewind**). The fair's blog, with lively, always updated content, involves our public in an immersive experience through the contributions of the **#ArtissimaLive** editorial staff: online magazines, bloggers, art websites, all producing live content for the fair. This year the list of participants – coordinated by Elena Bordignon – includes: ATPdiary (Milano); Art

Dependence (Antwerp); Aujourd'hui Magazine (Lisbon); Fruit of the forest (Miami and Milano); Kabul Magazine (Milano); The Exhibitionist (USA).

Finally, next to the bloggers space, for the first time in 2017 Artissima introduces the **#SocialRoom**, a physical space where our digital public can recharge devices in a stimulating atmosphere.

This complete digital ecosystem will be publicly available in two dedicated info-points at the fair entrance, in order to surf the online catalogue for last-minute info and updated events.

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*Artissima Digital is powered by Compagnia di San Paolo*

*Compagnia di San Paolo is Artissima's partner in the project of updating of the fair's digital resources. Through the creation of a new digital platform **artissima.art**, hosting the digital catalogue, the online agenda and new actions on social networks, **Artissima Digital** has set the objective for the three-year period 2017-19 of forming an ecosystem capable of consolidating the fair's identity, reaching a new audience and making strategic use of the forms of expertise and resources of the territory of contemporary art and culture.*

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## **ARTISSIMA 2017 International Fair of Contemporary Art**

**3-4-5 November 2017**

**OVAL – Lingotto Fiere**

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[www.artissima.it](http://www.artissima.it) | [info@artissima.it](mailto:info@artissima.it)

Facebook: Artissima Fair

Twitter: @ArtissimaFair

Instagram: ARTISSIMAFAIR

Pinterest: Artissima

Youtube: Artissima Fair

Artissima is a brand of **Regione Piemonte**, **Città Metropolitana di Torino** and **Città di Torino**. On behalf of these three authorities, it is promoted by Fondazione Torino Musei. The 24th edition of Artissima is being held with the support of the three brand-owning authorities, jointly with **Fondazione per l'Arte Moderna e Contemporanea CRT**, **Compagnia di San Paolo** and **Camera di Commercio di Torino**. The organisation of Artissima is overseen by Artissima srl, a company formed in 2008 to manage the fair's artistic and commercial relations.

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