



ARTISSIMA 24 2017 edition

Campari Art Prize Artissima and Campari join forces for a new prize

Artissima announces a new three-year collaboration with **Gruppo Campari**, through the creation of the **Campari Art Prize**.

The prize is for an artist under 35 selected from all those showing work in the seven sections of the fair by an international jury composed of **Adam Budak**, head curator, National Gallery of Prague, **Carina Plath**, deputy director of Sprengel Museum Hannover and **Francesco Stocchi**, curator of modern and contemporary art, Museum Boijmans Van Beuningen, Rotterdam and curator at Fondazione Memmo Roma.

The Campari Art Prize covers all the sections of the fair: the winning artist will be selected based on his or her research on the evocative power of storytelling, the dimension of communication and the narrative impact of the work. The winner will receive a cash award of **2500€** and will have a **solo show with a dedicated budget** at Galleria Campari, the exhibition space at the Campari headquarters in Sesto San Giovanni.

The new prize becomes a coherent part of the range of new initiatives for the 24th edition of Artissima, underscoring the fair's role in the discovery and promotion of talent, and confirming its position as an authoritative research laboratory on the future of art.

*"This prize is the start of a new collaboration with the company, with which Artissima shares an orientation towards on-going experimentation and a focus on emerging young artists", says **Illaria Bonacossa**, Director of Artissima. "Gruppo Campari will undoubtedly be a valuable partner of the fair, for the promotion of new talents and to create an observatory on the future of contemporary art."*

"The first edition of the Campari Art Prize marks the beginning of a three-year partnership between Artissima and Gruppo Campari, with the objective of creating an innovative interaction between the brand and contemporary artists. This is a confirmation of the historic ties between the brand and the art world launched by Davide Campari over 100 years ago with the on-going pursuit of new and original languages, the fusion between an avant-garde entrepreneurial spirit and the most experimental artistic research." **Paolo Cavallo**, Director of Galleria Campari.

ARTISSIMA 2017 International Fair of Contemporary Art

3-4-5 November 2017

OVAL – Lingotto Fiere

T +39 011 19744106

www.artissima.it | 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.

PARTNERS & FRIENDS

Main partner UniCredit

Partners Art Defender, Edit, Gruppo Campari, illycaffè, Irinox, K-Way, Lancia, Lauretana, Montblanc, Nino Franco Prosecco, QC Termeterino, Fondazione Sardi per l'Arte, Torino Outlet Village, Tosetti Value

In-kind partners Artek, Cappellini, Carioca, Cassina, Dedar, Driade, Edra, F/ART, Gebrüder Thonet Vienna, GL Events Italia - Lingotto Fiere, Golran, Gufram, Guido Gobino, Lago Design, Magis, Marrone, Metalsistem, Moroso, Nemo Lighting, Pastiglie Leone, Torino Airport | Sagat, Trenitalia, Vitra

Official carrier Arteria

Official insurance Art Defender Insurance

Media Partner La Stampa, Artsy

Media Coverage Sky Arte HD

PRESS CONTACTS

PCM Studio

Via Farini, 70 | 20159 Milano

press@paolamanfredi.com | t. 02 36769480

Paola C. Manfredi | paola.manfredi@paolamanfredi.com – m. +39 335 5455539

Federica Farci | federica@paolamanfredi.com – m. +39 342 0515787

Clara Cervia | clara@paolamanfredi.com – m. +39 393 4695107

Pickles PR

Maria Cristina Giusti | cristina@picklespr.com

M. +44 (0) 7925810607 | M. + 39 339 8090604