



aam2011

1° ARTE ACCESSIBILE MILANO PRICE AWARDS

Milan, 11th April 2011. In just four days almost 10,000 people visited aam – arte accessibile milano, a display of contemporary art created and directed by Tiziana Manca, produced by Arte Ipse Dixit in collaboration with PricewaterhouseCoopers and sponsored by the Municipality of Milan – Leisure Time.

Seventeen firms and twenty media and press partners were on board. The concept of “being accessible”, a genuine added extra to bring people closer to art through an informal approach, revealed itself to be the winning strategy, reaching out to visitors of all ages, who were able to discover the 50 galleries that were showing works by more than 100 artists from all over the world.

It was four days of contamination of the arts with 2 musical showcases, 1 concert by Luca Pugliese, 9 debates on contemporary art, 17 performances, 16 sold-out learning workshops, 8 gourmet food tasting sessions, 1 Video-Art walkthrough including artists like Carloni-Franceschetti and 1 Food Design project presented by Paolo Barichella.

This year's new additions to the bill were a charity judging with 20 artists, whose proceeds went to the MAAP Contemporary Art Museum in Milan, in the former Paolo Pini Psychiatric Hospital, 1 cultural photography prize promoted by AAM and organized in collaboration with the Metro daily paper and 1 Awards Prize.

The Awards prize was given to artist Javier Marin in the presence of Alfonso Bonavita and guest of honour at the third AAM, Milanese artist, Maria Cristina Carlini.

The winner of the “Back Stage” cultural photography competition is Fadiluis Rodriguez, a young Spanish student whose photo will be published on the aam website until the 2012 display event.

There was resounding success for the site-specific Street Art installation entitled Padiglione Natura 2, created and produced by BROS on the exterior glass-fronted façade of the building designed by Renzo Piano overlooking Via Tempesta and the PricewaterhouseCoopers offices.

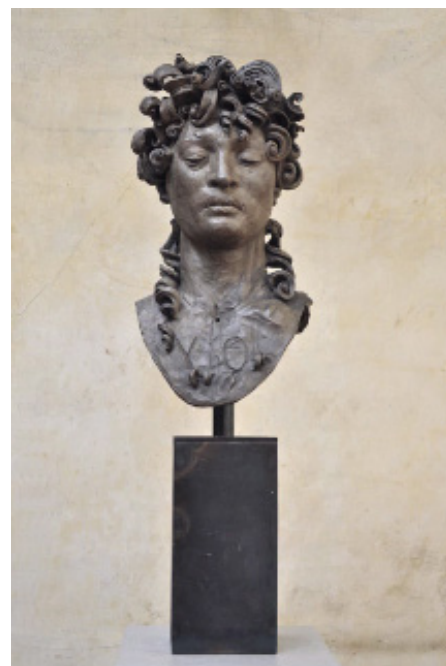
Ten young Italian curators were called upon to support the display and they were Chiara Canali as head curator, Martina Cavallarin, Mariella Casile, Francesca Baboni/Stefano Taddei, Ilaria Bignotti, Alessandra Redaelli, Ivan Quaroni, Matteo Galbiati, Fortunato D'Amico and Igor Zanti.

AAM, a display that aims to carve out a prominent position on the national scene, maintaining the role of favoured observatory on the best contemporary art study, moves out of Milan, bound for Saint Petersburg (June 2011) and Miami (December 2011).

The aam – arte accessibile milano 2011 catalogue was published by Maretti Editore.



ARTE ACCESSIBILE
MILANO



Javier Marin, Cabeza bruselas, bronze 2010
- Barbara Paci Gallery -

The Chairman of the Committee of Judges of the competition
Prof. Valerio Meattini