

SETUP CONTEMPORARY ART FAIR 2018

announces

VI EDITION NEWS

2-4 February 2018

PALAZZO PALLAVICINI
Via San Felice 24 - Bologna

Application form: setupcontemporaryart.com/2018/application-form

There are less than three weeks left until **November 12 2017**, **deadline to submit the application form**, to take part in the **VI edition** of **SetUp Contemporary Art Fair**, and discover the new **scenic scenario**.

The new edition presents **countless news**, from the extraordinary **change of location**, hosting **from 2 to 4 February 2018** the most anticipated contemporary art fair of the year. For the **first time** the prestigious rooms of the enchanting **Palazzo Pallavicini**, an **18th-century** residence, with breathtaking architecture recently opened to the public in the heart of **Bologna's** historic center.

- ***A new venue: Palazzo Pallavicini***

The **new venue for SetUp 2018** hosted an important European court, thanks to the figure of Marshal **Gian Luca Pallavicini** (Genoa, 1697 - 1773) who chose the Palazzo as his home and where he interweaved relations with **international diplomacy** with **parties, banquets, concerts and the presence of crowned heads**. Palazzo Pallavicini hosted over the years important historical figures such as **Wolfgang Amadeus Mozart** in 1770, **Princess Maria Carolina of Habsburg** in 1768 and the emperor of **Austria Joseph II** in 1769. A majestic place, whose walls reflect the memories of a time where history and style still talk about the past. The recent renovation process has brought to light the **majesty** of the entire **architectural structure**, particularly the blazing and **monumental staircase** and the lantern ceiling salon. This year SetUp's revolutionary nature chose to dare just where the encounter between **contemporary art** and the **past** will be project directly into the **future**, charming SetUp's visitors.

- ***New synergies and collaborations***
Valorization of the territory of Bologna and much more

SetUp Contemporary Art Fair horizons, have always been projected towards innovative national and international realities. This year, SetUp's horizons will focus on the **Bolognese context**, increasing **synergies** and **links** with the city's territory. A process in which the event has always been promoter and that in 2018 will see an important growth, with the introduction of extraordinary news.

During the fair, **Via San Felice** will have three days of extraordinary **events and openings**, involving street activities and inviting many **artists** to animate the urban scenery. A very dear

network to SetUp, **enhancing the territory** through contemporary art as a tool for participation.

Furthermore, strengthening this "Bolognese vibe" there will be a strong and felt participation of the excellence of the territory, with an exceptional **scientific committee**, with **Silvia Evangelisti** in the frontline, together with a rich range of **contemporary art specialists**, such as gallerists, collectors, critics, museum directors and curators from Emilia-Romagna.

Finally, the changes and innovations of this new edition of SetUp 2018 are the results of five years of continuous evolution, summed up in the **"always changes"** formula. Starting with the assumption of the basis for change, SetUp continues to renewing each year, keeping alive and current the identity of a brand born to offer new horizons, to promote galleries investing on emerging artists, to grow a new generation of collectors, triggering a virtuous shortcut between trade and culture in order to offer a meeting place for contemporary art experts but also enthusiasts to broadly satisfy the public's attractiveness. SetUp believes in the real possibility that a healthy "economy of culture" can be created.

● **Format and theme**

SetUp 2018 chooses to focus on the **quality of exhibitors** promoting a **tight selection** for a space that can accommodate up to 39 galleries. Based on the **everlasting format** that involves the three key figures of the contemporary art system - **artist, curator-critic, gallerist** - making them interact and inviting exhibitors to present a curatorial project with at least one **under 35 artist**, introduced by a critical text written by an **under 35 curator**. The **2018 theme**, after orientation and equilibrium, the leitmotif of 2016 and 2017 editions, will be **Expectation** and will complete the thematic trilogy that asked exhibitors audacity, courage, and who finds absolute fulfillment in becoming the idea and reflection, as an act of trust for the future. The 6th edition of the fair invites exhibitors to present a curatorial project in which the **vision of the present** is an inquiry for **expectation**, taken as a temporal and spatial projection in which something takes shape. Taking inspiration from Saint Augustine's words '**Present of the things past, memory; present of things present, sight; present of things future, expectation**'. In this sense, expectation - as the organizers of the event suggest - should not be understood as time passing by, but as time extending beyond time in the future.

USEFUL INFO

Opening: **1 February 2018 – by invitation only**

Dates: **2-4 February 2018**

Opening hours: **Friday and Saturday: 16.00 > 24.00 - Sunday: 11.30 > 22.00**

Tickets: **Entrance € 7,00**

Free entrance for children under 3 years old

Access to disabled people and their caregivers is fully guaranteed. Access to the fair is completely free of charge for the caregiver.

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Links

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It is mandatory for journalists to ask for press accreditation in advance, through the press office or through SetUp Contemporary Art Fair web site by stating their Association of Journalists code number or with a letter of appointment written by the Director or the Editor-in-Chief. Claims for credit accreditation not having the listed documentation will not be considered. The press office reserves the right to confirm the credit accreditation with a written communication sent by e-mail.

Pressoffice



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