

ITALY • UK

PARTNERSHIP

ITALIAN CHAMBER OF COMMERCE AND INDUSTRY FOR THE UK

Winter 2018

MATERA

European Capital of Culture 2019

AN ANALYSIS OF THE ART MARKET IN THE UK AND ITALY

Italian-UK relationships remain
solid in the high-end market

RENZO PIANO: ELEGANCE AND LIGHTNESS TO DEFY GRAVITY

The architect's mark in the UK and the
innovative exhibition in London



ITALIAN CHAMBER OF COMMERCE
AND INDUSTRY FOR THE UK

London, Manchester, Edinburgh & Glasgow





Laundromat by Juliette Pearce



SEOUL

26 - 28 October 2018
Hotel Riviera



LONDON

11 - 13 January 2019
Meliá White House



ROMA

22 - 24 March 2019
The Church Palace

Artrooms Fairs

London edition: 11th-13th January 2019,
Meliá White House

In a world that offers every individual with an internet connection a platform to showcase their talent, it has become difficult to discern between what makes an artist a solid investment and what is merely noise, or a "buzz of the moment".

Art collectors and galleries strive to be on top of emerging trends and to scout promising talents supporting and growing throughout their career.

What if there was a way to carefully select the most promising independent artists across the globe through a worldwide online selection and present them to an exclusive audience of art collectors and galleries?

This is what Artrooms is about.

NO ART FAIR IS LIKE ARTROOMS

Created in 2014 by Cristina Cellini Antonini, Francesco Fanelli and Chiara Canal, Artrooms Fair is the first international and contemporary art fair offering a free exhibition space to independent artists looking to emerge into the art market and eager to be scouted by art galleries and collectors.

These talents represent the most interesting trends in the art world. Each year, our office receives more than 2,000 applications and submits the portfolios to a Selection Committee made of experts in the art industry, guaranteeing market standards and compelling business opportunities.

Seventy artists are selected for the London Artrooms Fair Event, which takes place in the Meliá White House from 11th to 13th January. For an artist, making the cut means

having an exclusive space in a luxury hotel available for an entire weekend to recreate their artistic world, and to sell their art directly to the public visiting the fair.

Attracting leading galleries, collectors, curators, critics and art dealers, Artrooms Fair offers an innovative platform to support the quest for tomorrow's big star.

THE ARTIST SAYS

Each artist has the opportunity to transform the hotel rooms in an art studio, creating unique installations for a strong contemporary art experience. The selected artists come from all over the world, including Italy.

Here is what Katherine Filice, one of the participants to Artrooms 2018, said about the fair and her career: "One year ago today, I learned that I would be exhibiting my work internationally for the first time at ArtRooms London, of all the wonderful places to launch an art career. I am now headed into my eighth show of 2018, which has taken my work to New York, back to London, California, Hong Kong and beyond. Never doubt the power of intention. Thank you for taking a moment to let me share the next steps in my journey."

ARTROOMS GOES INTERNATIONAL

After four editions in London, the upcoming second edition in Rome (March 2019) and a first Seoul edition (October 2018) confirm how Artrooms Fairs are ready to broaden the art market. ◀

info@art-rooms.org
www.artroomsfairs.com
(+44) 020 3542 3604

