

# FLAT FIERA LIBRO ARTE TORINO

**Palazzo Cisterna**

**Turin**

**3 – 5 November 2017**

## **FLAT closed its first edition on November 5th: numbers and data**

**FLAT** – the new **international event** dedicated to **artists' books** and **contemporary art publishing** founded by Chiara Caroppo, Beatrice Merz, Mario Petriccione and held at Palazzo Cisterna in Turin – closed with **3.037 visits within the 3 days of the fair.**

This first edition saw the presence of **40 exhibitors** from **12 countries** and has been enriched by a cultural programme including **2 exhibitions** and **15 talks** with the participation of **25 international speakers.**

Among the visitors also 220 journalists, 25% of which reporting for international publications. Social media have been an active part of the event: **105.000 users have been reached through Facebook, more than 30.000 through Instagram** and the hashtag **#FlatArtBookFair** on Twitter has been **shared 392 times generating 163.000 impressions.** FLAT's Facebook page broadcasted live 3 talks per day. On Twitter and Instagram exhibitors, books, exhibitions and the public programme have been presented publishing an average of 30 posts per day.

Still on show the exhibition **Ettore Sottsass. Le pagine**, curated by Elena Volpato, open **until November 12th** at **Palazzo Birago** (Via Carlo Alberto 16, free entrance).

The **CRT Foundation for Modern and Contemporary Art** acquired **26 artist's books** for a commercial value of 22.000 euros; the books will be bequeathed to **GAM - Civic Gallery of Modern and Contemporary Art in Turin as part of the Giorgio Maffei Fund.** The first edition of the **FLAT Prize – CRT Art Foundation**, has been awarded to the editorial project proposed by **Hammann von Mier Verlag Munich** (a collaboration between artists Stefanie Hammann and Maria von Mier) for their submission, *Form your Character!* which will be realised next year..

**FLAT** will take place in **2018 during Turin's art week.**

**FLAT** has been supported by Regione Piemonte, Città di Torino and Città metropolitana di Torino; in partnership with Lavazza, with the support of CRT Foundation for Modern and Contemporary Art and the Torino Chamber of Commerce.

Cultural Partners: CIMA, Center for Italian Modern Art, New York; Fondazione Merz, Turin.

Technical Sponsors: Kuhn & Bülow, Berlin / ArtinDep, Turin / VI-MA, Turin / DUPARC Contemporary Suites,

Turin / Carlina Restaurant & Bar, Turin / Birra Menabrea, Biella / Untitled Association, Rome / Freecards, Turin.

Technical Partner: Welcome Home, Turin / Millefoglie, Turin / Anna Blasco, Turin.

[www.flatartbookfair.com](http://www.flatartbookfair.com)

**Ettore Sottsass. Le pagine**

open until **November 12, 2017**

**Location:**

**Palazzo Birago**

Via Carlo Alberto 16

Torino

**Dates and Opening hours:**

November 3, 12pm - 11pm

November 4 12pm - 11pm

November 5, 12pm - 11pm

November 6 – 10, 9am - 5pm

November 11 – 12, 10am - 6pm

**Free admission**

**Info:**

[www.flatartbookfair.com](http://www.flatartbookfair.com)

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