

La Centrale

Nuvola Lavazza

Turin

2 – 4 November 2018

FLAT closed its second edition on Sunday, November: 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 La Centrale within the Nuvola Lavazza complex – closed with **3.934 (+30% compared to the first edition) visits within the 3 days of the fair**. This second edition saw the presence of **40 exhibitors** from **12 countries** and has been enriched by a cultural programme including **the exhibition Dieter Roth. Le Pagine** curated by Elena Volpato and the and the Public Programme curated by Francesca Valentini with **11 talks** with the participation of **30 international speakers**.

Among the visitors also 280 journalists, 30% of which reporting for international publications. Social media have been an active part of the event: **70.000 users have been reached, more than 30.000 of them through Instagram** and the hashtag **#FLATartbookfair on Twitter** has been **shared 2.500 times**. On Facebook, Twitter and Instagram exhibitors, books, exhibition, Public Programme and the new exhibition space have been presented publishing an average of 30 posts per day.

The **CRT Foundation for Modern and Contemporary Art** acquired **58 artist's books** for a commercial value of 23.000 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 second edition of the **FLAT Prize – CRT Art Foundation**, has been awarded to the editorial project **Gay - The Encounter, Fragments of Life, Moments of Common Life** proposed by **Mousse Publishing** and will be realised next year.

FLAT will take place in **2019 during Turin's art week**.

FLAT is organised in **partnership with Lavazza** and with the support of the **Fondazione Arte Moderna e Contemporanea CRT** and **Camera di commercio di Torino**.

With the patronage of: Regione Piemonte; Metropolitan City of Turin; City of Turin.

Cultural partners: **CIMA, Center for Italian Modern Art, New York; Fondazione Merz, Torino; Goethe-Institut Torino, Turin.**

www.flatartbookfair.com

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