



MINT
Milano International Antiques and Modern Art Exhibition
22 – 26 November 2006, Superstudio Più – Zona Tortona

The **first edition of MINT, Milano International Antiques and Modern Art Exhibition** will be held in Milan from **November 22nd to 26th 2006**. A prestigious, unique and exclusive event, dedicated to antiques and elitist modern art and 20th century design. An event with a name that aims to interpret an unprecedented, sophisticated and innovative exhibition concept.

MINT, brief and evocative, a word which encompasses a multitude of meanings, in **a fascinating dialogue between past and present**:

- an acronym for Milano International, highlighting the choice of a host city with a rich heritage of solid traditions, recognised as the capital of style and creativity, and international scope in terms of exhibitors and collectors;
- symbol of hospitality in ancient times, with a “strong scent that revives the spirit”, as claimed by Pliny the Elder, for an extraordinary opportunity to meet with the most prestigious operators and enthusiasts in the sector;
- synonym of freshness and newness in English, for an exhibition that expresses a new philosophy of contemporary living in the choice of spaces, sets and proposals;
- definition of perfection, “mint condition”, in specialist terminology, for a fair which focuses principally on quality.

Exhibition

The most updated essence of international antiques: a **“boutique” show** with the participation of **50 of the most credited names in the sector** in Italy, Europe and the United States. Participation in MINT is by invitation only.

An exhibition capable of attracting an exclusive international audience: from the refined connoisseur to the important collector, from the enthusiast to the contemporary generations who enjoy living their lives matching styles with sensations, traditional values and state of the art elements heading towards the future.

The exhibition will host works by the great masters of classic and antique art (paintings, sculptures, furniture, china, silver, jewellery, prints, books, glass and fabrics). But great attention will also be reserved to 20th century designers and modern international master paintings, sculptures and drawings.

Location

A purposely **unusual** choice of location to emphasise the character of MINT: **Zona Tortona**, the coolest area of Milan for everything related to creativity, fashion and design (from the workshop of the La Scala Theatre to the top fashion show and events that accompany the Milan Furniture Fair). A choice that makes it possible to accompany the exhibition with special parallel events and to create the future prospects for new and atmospheric exhibition proposals.



Venue

Superstudio Più - Via Tortona 27: rigorously restored post-industrial architecture, offering exhibitors and visitors essential structures, technological facilities, fashion in communication. MINT will occupy over three thousand square metres.

Sets

The set design bears the signature of **Peter Bottazzi with Change Performing Arts** and gives MINT a unique and highly personal imprint, creating an unforgettable mood in every detail: from the entrance to the exhibition spaces, from the rest and meeting areas for visitors to the VIP lounge.

Collectors' Programme

A group of **200 of the most important international collectors** (including museum directors or the curators of private collections) will be invited to Milan as guests of MINT, to visit the exhibition preview and take part in an exclusive programme of visits to museums and private collections.

Each gallery taking part in MINT will have the opportunity to indicate two of its top international collectors; they will be invited by the Organizers, on behalf of the gallery. Information on collectors will naturally be kept strictly confidential. MINT will provide complimentary hotel accommodation for two nights and will organize the programme of visits.

Cultural Programme

Great museum directors, critics, international experts, collectors, architects and designers will be called to **compare notes of the new idea of lifestyle** proposed by MINT: a concept that reinvents times and spaces, blending luxury and essentiality, tradition and experimentation, not only with regard to the aspects of living, but also those of proposing and exhibiting.

Promoters and Organizers

The event was conceived by the **MINT Foundation**, in Milan, which aims to internationally promote and develop the territorial presence of antiques and modern art.

Organization is the responsibility of **Revolution srl**, in Turin, a company specialized in conceiving and creating art events and exhibitions.

Advisory Bodies

MINT enjoys the precious contribution of a **Board of Directors** of international prestige: Philippe Denys, François De Jonckheere, Giò Marconi, Carlo Orsi and Marco Voena.

A **Vetting Committee**, made up of museum directors, historians and experts in antiques and art, will be assigned the task of verifying the authenticity, quality and origin of all the works on show.

The MINT Foundation will be flanked by a **Committee of Honour**, made up of personalities from the world of art, culture and enterprise, the members of which will be ambassadors and guarantors of this new and fascinating event.



MINT
Milano International Antiques and Modern Art Exhibition
22 – 26 November 2006, Superstudio Più – Zona Tortona

GENERAL INFO

Venue	Superstudio Più - Via Tortona 27 - Milan
Dates/Opening hours	<i>21 November 2006</i> <ul style="list-style-type: none">o 12 a.m. Press Conference and Collectors Preview by invitation onlyo 6 p.m. Official opening - by invitation only <i>22 / 26 November 2006</i> <ul style="list-style-type: none">o 12 a.m. – 9 p.m. Open to the public
Exhibitors	50 Antique dealers, 20 th century design and modern art galleries
Exhibits	20 th century decorative arts, Archaeology, Books, Bronze, Ceramics, China, Clocks and watches, Coins, Drawings, Fabrics, Furniture, Glass, Icons, Jewellery, Lace, Manuscripts, Maps, Modern art, Objets d'art, Oriental and Asian art, Paintings, Primitive and pre-Columbian art, Prints, Rugs, Sculptures, Silver, Tapestries, Weapons and armour
Set design	Peter Bottazzi / Change Performing Arts, Milan
Set	Maurizio Morini, Pesaro
Graphic design	boletsfernando, Turin
Website	Jusan Network, Turin / boletsfernando, Turin
Promoter	MINT Foundation, Milan
Organizer / Info	Revolution srl, Turin Tel. + 39 011 546284 mint@mintexhibition.it / info@r-evolutionitalia.it
Public Relations and Promotion	Francesca Malgara Tronchetti Provera, Milan
Fund Raising and Sponsorship	Marinella Guglielmi Catella, Turin
Press Office	Studio Esseci, Padua / Sergio Campagnolo Tel. + 39 049 663499 / www.studioesseci.net / info@studioesseci.net Press Gate, Milan / Nicoletta Murialdo Tel. + 39 02 58142522 / nicoletta.murialdo@presssgate.it / info@presssgate.it



MINT
Milano International Antiques and Modern Art Exhibition
22 – 26 November 2006, Superstudio Più – Zona Tortona

The set-up for MINT has been designed by **Change Performing Arts** together with **Peter Bottazzi** who has been working with Change since 1993, creating numerous projects, including the sets for the Valencia Biennale and the Milan Furniture Fair, as well as a series of theatre sets. Among other projects he has also developed sets for the Venice Film Festival, Bang & Olufsen and Abitare il Tempo Verona.

The set-up conceived for **MINT** is based upon the fact that the works displayed are all **unique** in terms of production, value and history.

Hence the desire to highlight and articulate an exploratory **path that breaks down spaces, drawing attention to the singularity and individual characteristics of each exhibitor**, avoiding standardisation.

The elegance of the context is amplified by the use of **black lacquer** which creates extremely effective reflecting surfaces in the common areas, floors and outdoor areas, while the freshness of **the MINT project** is emphasised by the **suspended mint – a fluctuating and impalpable quotation**.

Framing elements become the **linking leitmotiv** which, enlarged and repeated, describe, close and frame the spaces.

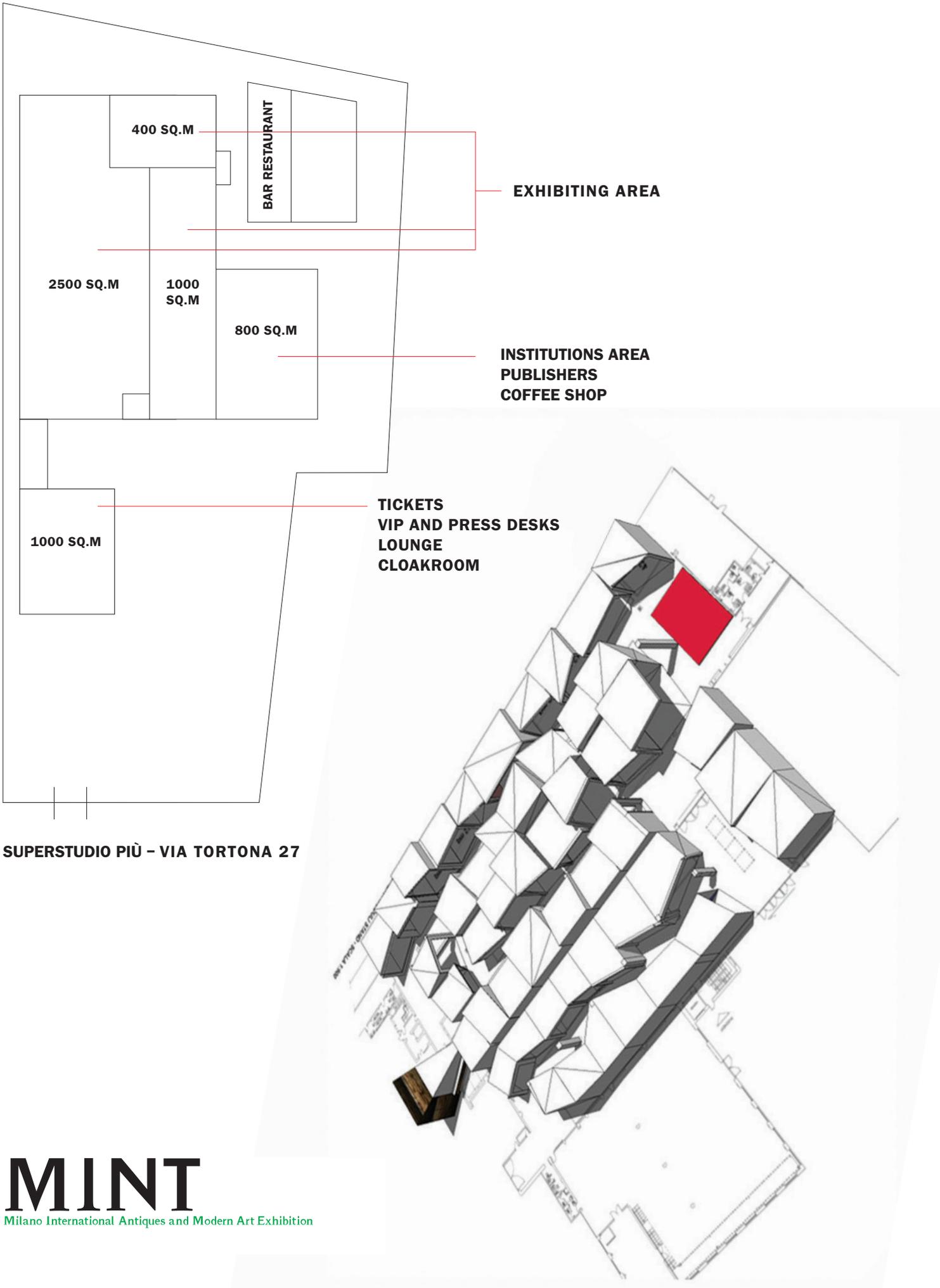
Change Performing Arts is an independent creative and productive structure based in Milan, operating all over the world in every area of the world of performing and visual arts. It has a permanent staff of art producers and designers which collaborates on a stable basis with artists and directors of the calibre of Robert Wilson, Peter Greenaway and William Kentridge and is capable of handling all the stages of a project, from the concept through to completion and international distribution.

The installation entitled Memory/Loss, which won the Golden Lion at the Venice Film Festival in 1993, marked the start of a series of exhibitions in which visual and performing arts are given a special setting, like the projects for the 2001 Venice Film Festival, Stanze e Segreti and Immaginando Prometeo for the Milan Furniture Fair, Theatre of Italian Creativity in New York.

Since 2000, Change's creative and production team has been handling the Giorgio Armani Retrospective show, designed for the Guggenheim Museum; the events of 2005 and 2006 include, among others, the daily show for Aichi Expo, Children of Uranium at the Naples PAN and the installation entitled Never Doubt I Love at Isola Madre on Lake Maggiore. Projects currently underway are Atlante dell'Immaginario, a film festival in Naples for Progetto Italia and a series of events for the Zaragoza Expo 2008.

Change Performing Arts - Via Vincenzo Monti 12 - 20123 Milano
Tel. +39.02.48194494 - mail@changeperformingarts.it - www.changeperformingarts.com

MAP AND SETTING



SUPERSTUDIO PIÙ - VIA TORTONA 27

MINT

Milano International Antiques and Modern Art Exhibition



MINT

**Milano International Antiques and Modern Art Exhibition
22 – 26 November 2006, Superstudio Più – Zona Tortona**

Superstudio Più - Via Tortona 27 – Milan

Superstudio Più is currently the most sought after location in Milan for large-scale events, exhibitions, fashion shows, entertainment, dance, photography, film and television, favoured by the most important and avant-garde names in fashion and design.

Superstudio Più occupies the extensive industrial spaces which once housed General Electric, renovated with a rigorous and essential design: over 8,000 square metres split into nine separate but connecting rooms.

MINT will occupy the over 3,500 square metres of the Central Point, Milan's largest and most spectacular room, the atmospheric Gallery, with its huge windows, the Loft and Day Light, a special, naturally lit space with an upper gallery, offering a range of exceptional installation solutions.

www.superstudiogroup.com

Zona Tortona

Superstudio Più is in Zona Tortona, one of the most lively and interesting districts of Milan.

The quarter, which comprises Via Solari, Via Stendhal, Via Tortona, Via Bergognone, Via Savona, Via Voghera, Via Bugatti, Via Forcella, etc. is a former industrial area which still has its fair share of artisan workshops and small commercial enterprises, and is undergoing constant development and renovation, to the point where it is now recognised internationally as Milan's centre of reference for design, fashion and creativity.

Zona Tortona houses some of the most prestigious cultural institutions and businesses in the creative and communications fields. Right opposite Superstudio Più, at no. 27 via Tortona, stands the big Ansaldo complex, home to the set design workshop and rehearsal rooms of the La Scala Theatre, destined to host the City Culture Museum designed by the architect David Chipperfield. Part of the former Post Office Building, renovated by Tadao Ando, houses the Armani headquarters, while the former Riva-Calzoni steelworks is home to the Arnaldo Pomodoro Foundation and the new headquarters of the Della Valle Group, Officine Stendhal - the studio of the international designer Stefano Giovannoni as well as other companies from the world of fashion. Then there's the Design Library, the first library devoted entirely to design, conceived by design-italia in conjunction with Recapito Milanese, Emporio 31, the first designer outlet in Milan and the refined Hotel Nhow, designed by Matteo Thun, soon to be inaugurated.



www.zonatortona.it



REVOLUTION srl

Revolution is a service company specialized in conceiving and creating national and international art events and exhibitions.

During their activity, the partners of Revolution have developed extensive and widely diversified experiences in the antiques and modern and contemporary art sectors, acquiring unique professional skills and consolidated relationships with the most qualified museum institutions, with major public and private cultural operators, with critics, intellectuals and art historians of international acclaim and with prestigious interlocutors with the world of business and finance.

Revolution's skills range from art exhibitions featuring works from every period to museum renovation and restoration work, from the promotion and organization of shows and special events in the most diverse cultural sectors, to the concept of art and antiques fairs, always with the collaboration of authoritative scientific consultants and leading professional advisors to ensure the utmost enhancement of value and the best possible success of the event in terms of quality.

Revolution offers a real and effective "complete service" capable of covering the most diverse aspects of an event: the design, the overall coordination, the technical-organizational aspects, those of financial and administrative nature and communication.

Some of the events organized by the partners of Revolution

All'ombra del Vesuvio, Castel Sant'Elmo, Naples/Italian Academy of Applied Arts, London, 1990 - *Caravaggio, Come nascono i capolavori*, Palazzo Pitti, Florence/Palazzo Ruspoli, Rome 1991/92 - *Reopening of the Capodimonte Museum, Permanent installations on the main floor of the Museum*, Naples, 1995 - *La natura morta al tempo di Caravaggio*, Capitolini Museum, Rome/Fondazione Arte e civiltà, Milan 1995/96 - *Domenichino*, Palazzo Venezia, Rome, 1996/97 - *Civiltà dell'Ottocento: dai Borbone ai Savoia*, Capodimonte Museum, Palazzo Reale and other museums, Naples, 1997/1998 - *Pietro da Cortona*, Palazzo Venezia, Rome, 1997/98 - *Mattia Preti*, Capodimonte Museum, Naples/Convent of San Giovanni, Catanzaro, 1999.

Some of the events conceived and developed by the partners of Revolution

Antiquariato, Castel Sant'Elmo, Naples, 1988/1989/1991 - *Antiquariae*, Società Promotrice delle Belle Arti, Turin, 1990 - *Artissima, International Fair of Contemporary Art*, Lingotto Fiere, Turin, 1994 - 2005