



**GRUPPO
FOTOGRAFICO
SANPAOLO**



'POLARIS' PHOTO EXHIBITION by the SAN PAOLO RHO PHOTO GROUP

An exhibition at Fiera Milano Rho from 16 to 19 February dedicated to the Fiera itself, a collage of unusual images, extraordinary lights and points of view, giving the visitor a new and different angle on the exhibition centre.

Milan, 16 February 2012. Fiera has always been synonymous with changing times, with progress, with yesterday turning into tomorrow. Indeed, this is the theme of the 'Polaris' photographic exhibition by the San Paolo Rho Photo Group.

The exhibition, hosts in Fiera Milano during the exhibitions Bit, EudiSho and Milano Auto Classica, brings together works by 20 photographers of the San Paolo Rho Circle (www.fotoclubsanpaolo.it) who have tried to capture the essence of Fiera, immortalising it in images and shots of a year of trade fairs. This event shows Fiera not merely as a vessel for products, for technology that has created society's new found prosperity, but also as a vast kaleidoscope of humanity, of different faces, new paths to take, briefcases that turn into trolleys, coffee breaks in front of an iPad, new reflections beyond the glass encasing new habits, shadows from new outlines, and colours that belong to the future in motion.

Fiera is also all of this: it is a 'hub' around which the ordinary alters, where it is not enough just to stop in front of the stands and their contents. The eye captures more if it can also see the 'vessel' as represented by Fiera, a fixed reference, but at the same time a changing one, like a variable star whose light fluctuates over time.

"Fiera - says Walter Turcato, president of the San Paolo Rho Photo Group - is about meeting and so Fiera is 'multisensory', stimulating, inviting us to involve (sometimes unknowingly) all our senses, thus creating an ideal visitor experience. Anyone visiting the Fiera environment finds a microcosm in this exhibition, offering all the experiences and emotions that these photographers communicate in form and colour."

The event, organised by Carla Zucchi on behalf of Fiera Milano, takes place in a 200 square metre area reserved for cultural events in Lem 1, the first of the striking oval structures that visitors meet as they enter from the East Gate and arrive, via a great staircase, at the pedestrian avenue crossing the exhibition quarter, under the huge steel and glass roof.

"The Culture Space - says Michele Perini, president of Fiera Milano - has been specifically designed to enable Fiera Milano, so intimately linked to the business world, to offer a showcase dedicated to culture and creativity."

'POLARIS' PHOTO EXHIBITION

16 - 19 FEBRUARY 2012

'LEM 1' CULTURAL SPACE

OPENING HOURS 10AM – 6PM

For Information:

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