

Gruppo



La cultura dei fatti.

Press Release

**IL SOLE 24 ORE GROUP AT “ARTE FIERA ART FIRST”:  
The books of Scheiwiller and Alinari 24 ORE, the magazines of Motta  
Architettura and Il Sole 24 ORE Business Media, the news on the contemporary  
art market from “ArtEconomy24”**

*Two meetings organised by Sole 24 ORE on contemporary art and the art economy*

Bologna, 24 January 2008 – For the first time the **Il Sole 24 ORE Group**, active for many years in the culture sector and, more recently, in the art sector, is taking part in the **Arte Fiera Art First** exhibition.

25 years after the launch of its cultural supplement “*Il Sole 24 ORE Domenica*”, which opened the newspaper to culture, broadening its interests and reader base, the Group has recently completed several deals indicative of the fact that this theme – culture – is one of the company’s strategic development thrusts. The acquisitions of **Motta Architettura**, **Arti Grafiche Motta** (now **24 ORE Motta Cultura**), and **Libri Scheiwiller**, and the joint venture with the historic Florentine company **Alinari** for management of the latter’s extraordinary photographic assets are the first, significant steps of a strategy that renews the long and fortunate story of a publishing group that has become an **integrated publishing system**. That system is used by over **six million people** a week via different media and channels, i.e. **the newspaper, press agency, radio, Internet, professional and specialist publications, on- and off-line financial products, training, seminars, meetings, and events**.

The **Il Sole 24 ORE Group** will be present at **Arte Fiera Art First** with a **stand**, located at the **Service Centre**. Here visitors to the exhibition will be able to **consult and buy** the books published by **24 ORE Motta Cultura** and **Alinari 24 ORE**; **listen** to **Radio 24** programmes; and **read** the architectural and design magazines of Sole 24 ORE Business Media (*Area, Materia, Archetipo, Frames, and Parametro*). They will also be able to read the Sole 24 ORE periodicals “*Ventiquattro*”, “*House 24*”, “*Il Sole 24 ORE Domenica*” and “*ArtEconomy24*”, Il Sole 24 ORE’s news and monitoring system for the **contemporary art market**, available at newsstands on the first Saturday of each month in the finance & investment weekly *PLUS24* and **on-line** every day at [www.arteconomy24.it](http://www.arteconomy24.it).

In addition, Il Sole 24 ORE has organised two appointments to take place during the exhibition. **Friday, 25 January at 4 p.m.**, at the **Art Cafe** (Pavilion 18) will feature the meeting “*Service and news: a new frontier for the art economy*”. It will be moderated by Marilena Pirelli, an Il Sole 24 ORE journalist and editor of “ArtEconomy24”. Participants will be **Salvatore Carrubba**, Director of Publishing Strategy of Il Sole 24 ORE Group, **Umberto Allemandi**, Editor-in-Chief of *Giornale dell’Arte*, and **Massimo Di Carlo**, President of the Associazione Nazionale Gallerie d’Arte Moderna e Contemporanea (national Italian association of modern & contemporary art galleries).

On **Saturday 26 January at 11.30 a.m.**, at the **Gallery Hall** (Pavilions 21-22), there will be the meeting “*Who’s afraid of contemporary art?*”, marking publication of the book “*L’arte contemporanea*” by Catherine Millet, published by Libri Scheiwiller under the aegis of **24 ORE - Motta Cultura**. Participants will be **Vincenzo Trione**, Manager of Libri Scheiwiller’s “L’Arte e le Arti” series, **Gregorio Botta**, artist, and **Gianluigi Colin**, artist.

*For further information:*

Ginevra Cozzi, Press Officer, Il Sole 24 ORE

E-mail: [ginevra.cozzi@ilssole24ore.com](mailto:ginevra.cozzi@ilssole24ore.com); Tel. +39 02/3022.4945