



N.I.P.

NEW IDEAL PHOTOGRAPHY PART #1

|                 |                   |
|-----------------|-------------------|
| LUCIANO BOBBA   | PIERPAOLO KOSS    |
| BRUNO CATTANI   | OCCHIOMAGICO      |
| FRANCO DONAGGIO | PIERPAOLO PITACCO |
| FRANCO FONTANA  | XU PEI WU         |
| VITTORE FOSSATI | GIOVANNI SESIA    |
| MICHAEL KENNA   | WANG XIAO HUE     |
| MICHEL KIRCH    | CHRISTIAN ZANOTTO |

project room: PAOLO NOVELLI Trilogy

book reading ENRICO GUSELLA  
"Sulla Fotografia e oltre" edizione Allemandi & C.

opening 2014 MAY, 13TH H.18  
14.05.14 < 20.06.14



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design setting Livingstone home

Exhibition N.I.P. New Ideal Photography

Curated by SABRINA RAFFAGHELLO

Vernissage: 13 May 2014 h.18

Period: from the 14th of May till the 20th of June 2014

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Time: tue.-fri. h.11-19 - saturday on appointment

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**Sabrina Raffaghella Arte Contemporanea**

**Red Stamp Art Gallery**

**www.sabrinaraffaghella.com**



## OPENING OF THE NEW VENUE IN MILANO

Sabrina Raffaghello Contemporary Art celebrates 11 years of activity with the opening of the new premises in the heart of Milan, at Via Gorani 7, with the project "N.I.P. New Ideal Photography" that collects in a group show in two parts (the second will start on the 24th of June) a selection of the artists with whom Sabrina Raffaghello has built her career in the history and in the market of photography.

This first part exhibits Luciano Bobba , Bruno Cattani , Franco Donaggio , Franco Fontana , Vittore Fossati , Michael Kenna , Michel Kirch , Pierpaolo Koss , Occhiomagico , Pierpaolo Pitacco , Xu Pei Wu, Giovanni Sesia, Wang Xiao Hui and Christian Zanotto . The project New Ideal Photography tells 11 years during which photography has developed in the contemporary art field becoming an important element for collectors and institutions, years in which the gallery has grown along with artists, collectors and curators, through the designing and promoting of events such as the Biennial of Photography and Video and the active participation to the cultural scene. It's a moment to thank who has actively contributed to illustrate a growth path that sees Michael Kenna enter the team of the represented artists . Sabrina Raffaghello combines knowledge and passion to make photography a contemporary language, accessible and shareable.

The definition which best describes the choice to specialize in a language that bears representation and experimentation in a dimension of multi mediality and contemporaneity is that expressed in Tiziano Terzani's words: "For a true photographer a story is not an address to which go with sophisticated machines and right filters. A story means to read, study, prepare. To photograph means to seek in the things what one has understood through head. The great picture is the image of an idea".

In this perspective New Ideal Photography intends to illustrate how the artists can represent, through the search of an ideal canon of beauty, an idea.

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