

Beat: News

## **MERCANTEINFIERA GREAT SUCCESS WITH THE PUBLIC**

### **MANY INTEREST IN COMPLEMENTARY SECTOR**

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**USPA NEWS** - Big success for Mercanteinfiera Autumn 2015, the prestigious international Trade Fair . Increase in visitors from abroad - Celebrities present included Zuccherò Marta Marzotto, Vittorio Sgarbi and Philippe Daverio.

A significant foreign contingent, testify to the success of Mercanteinfiera Autumn 2015, the prestigious international Trade Fair dedicated to antiques, modernism and vintage collectables that closed on Sunday at Fiere di Parma.

This edition equalled the record attendance of visits of the past edition, held last March, with traders, collectors and visiting members of the public who, over the 45,000 square meters of exhibition area, were seduced by the artifacts and valuable rare pieces of timeless charm, and by the works of great historical and artistic value, such as paintings, carpets, 18th-century woodwork, antique silverware: pieces, at times unique in their kind, proudly displayed by the 1,000 exhibitors coming from the most important

European markets, in a show that also saw the participation of hundreds of buyers from the United States, Argentina, Turkey, France, Germany, and Switzerland.

Increasing interest in the Trade Fair, which keeps confirming its international leadership, was evidenced not only by numerous lots of fine workmanship, with high prices crossing national borders, but also by the strong presence of foreign media operators in Parma who, in their reports, did not fail to give wide coverage to sectors that used to be considered marginal, and particularly to fashion, enhanced by vintage jewels by the most prestigious designers.

A contagious passion was also shown for the Mercanteinfiera vintage cars, which this year had almost double the exhibition area available to them (from 7,000 to 13,000 sqm); an event carried out in synergy with the city of Parma, in view of the Mille Miglia rally which, during the inauguration, the Councillor for Tourism of the Municipality of Parma, Cristiano Casa, declared he wants to bring back to Parma in 2016. For now, it's work in progress.

The show also saw celebrities such as Zuccherò, Marta Marzotto, Vittorio Sgarbi, Philippe Daverio.

The popularity of Mercanteinfiera rose in the principal social networks: the brand triumphed on Facebook, Twitter and Instagram. The Trade Fair official Facebook page recorded a substantial increase in the number of its followers, which jumped from 37,499 last March to 48,147 in October. Twitter was also up, with 1,207 followers (1,004 last spring).

Finally, there was a "sold out" atmosphere at the Mercanteinfiera OFF events, the cultural fuorisalone created by Fiere di Parma and the Municipality of Parma, which until October 31, in the splendid setting of Palazzo Pigorini, will continue to host prominent artistic and cultural figures (film directors, photographers, designers, critics, lecturers) as well as an evocative avant-garde exhibition dedicated to the "unfinished" works of international artists, from the MoRE digital Museum (Museum of REfused and unrealized art projects). The next event is on October 23 at Palazzo Pigorini, with the film director Paolo Benvenuti. Mercanteinfiera will return with its Spring edition to be held from February 27 to March 6, 2016.

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