

## THE V EDITION OF WOPART – LUGANO TRANSFORMS INTO A “VIRTUAL FAIR”

The V edition of WopArt, the international fair in Lugano dedicated principally to works on paper – after having changed dates from the end of September to the end of November – has decided to cancel the physical fair, which was to be held 27<sup>th</sup> – 29<sup>th</sup> November in the Exhibition Centre of Lugano.

*“At this point obviously it is an inevitable decision”* comments **Alberto Rusconi**, president of WopArt, *“the situation is too dangerous for all involved”*. The director **Paolo Manazza** adds: *“We hoped and tried up to the last minute. A few days ago we were absorbed in the design of the pavilion. We wanted to give a positive sign to the art world, creating albeit a “Limited Edition” with around 30 galleries (compared to the 70 galleries of last year) in order to respect all the regulations of social distancing. But now we have to throw in the towel.”*

The V edition of WopArt was also to host two large associated exhibitions, one dedicated to masterpieces on paper from the international collection of BNP Paribas and an extraordinary exhibition of around 30 watercolours by Herman Hesse, held by the Hesse Foundation of Carmagnola, which has already been moved to next year's edition. In addition, an exhibition of the contemporary artist (Italian but resident in Paris) Michele Ciaccofera was to be held in the new section “Booming” of the fair, dedicated to emerging galleries and artists.

**The hosting of the V edition of WopArt will be moved to a special platform “Virtual Fair” in 3D** (hosted by Kunstmatrix and powered by the We Web Company) **that will officially open on Thursday 26<sup>th</sup> November** with Premium access permitted only to those in possession of an access code that VIPs will receive by email from the Direction of the fair.

From 27<sup>th</sup> November to 27<sup>th</sup> December, for an entire month, it will be possible to visit the “Virtual Fair” for free for all who register with a valid email.

Special “Exhibition Rooms” will host the virtual exhibition of works coming from the collection of BNP Paribas and that of Michele Cacciofera “Booming”.

An advertising campaign on digital media (amongst others Corriere.it, Artprice and Artnews), will promote this special WopArt “Virtual Fair” to allow all collectors to see and buy works, choosing from amongst more than 1000 masterpieces presented online by the participating galleries.

**Paolo Manazza** concludes, *“We thank all the gallery owners, sponsors and the Lugano authorities for their understanding. They have followed the evolution of the sanitary situation with trepidation, working right up to the last few days, towards the physical realisation of the fair. In particular, we wish to thank our main sponsors – BNP Paribas, SwissLogistic Center, Eberhard-Mersmann, the Herman Hess foundation, La Lettura (Corriere della sera) - our media partners – Arte (Cairoeditore), ArtsLife, Artprice, Flash Art, Exibart and Excellence Fine Art – and our technical sponsors – Ail, Big Ciaccio Insurance, Colombo Experience, Lugano Eventi and the Lugano Region”.*

The appointment with the **Virtual Fair of WopArt** is on **Thursday 26<sup>th</sup> November 2020 starting at 3pm** with the *preview*, in which it will immediately be possible to buy the masterpieces on offer, by contacting the individual exhibitors.

**Lugano 2<sup>nd</sup> November 2020**

## **WOPART LUGANO VIRTUAL FAIR**

**Sito internet:** <http://www.wopart.ch>

**Facebook:** @WopArtFair

**Instagram:** @wopartfair

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