

PRESENTATION PLAN

***Title**

Venue:

Residency: VIR Viafarini-in-residence, via Carlo Farini 35

Archive: DOCVA Documentation Center for Visual Arts, via Procaccini 4

The presentation of the network produced by Bea McMahon will be presented to the Milanese and Italian art scene that regularly visits Viafarini, the Residency and the Archive.

Viafarini take use of internal PR and external communication service, thanks to the wide network of collaborations built in its 20-years story:

<http://www.viafarini.org/english/supporters.html>

and through its social media profiles:

<https://www.facebook.com/docva.viafarini>

@ViafariniDOCVA

The mailing list of Viafarini enlist personal contacts of Italian most reknown artists, curators, critics, museum and academy directors, gallerists, collectors and art professional.

credential

VIR Viafarini-in-residence has been recognized of relevance for its effort in the promotion of the dialog between Italian art scene and the international scenario by the support of the Italian Ministry of Cultural Heritage and Activities and Office for Culture and the support of the Lumbardy Region.

Viafarini visibility as one of the leading Italian non profit institutions has been recently confirmed by invitation within *No Soul for Sale* network of independent initiatives in 2009 (X initiative, NYC) and 2010 (Turbin Hall, Tate Modern) as well as by the invitation to take part in the international mapping *Art Space Directory* by the New Museum (NYC) in 2011.

Viafarini DOCVA Portfolio Archive has been recently exhibited at MAXXI Museum (Rome) at Sala Gianferrari, within *Contemporaneo.doc/DOCVA* project (2010-2011) and at Museo del Novecento (Milan).