

ASIAN ART CENTURY

Asia 2.0: A Century of Transforming Identities



**A New Contemporary Art Fair
Launching in Chiang Mai**

Asian Art Century is a project founded by Corrado Ferretti in collaboration with Paratissima and the Italian Consulate in Chiang Mai.

This event is organized in partnership with Paratissima, a leading Italian contemporary art platform with over 12 years of experience and attracting over 30.000 visitors.

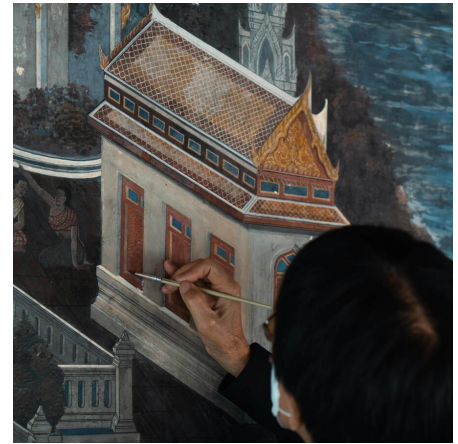
Paratissima will assist emerging Asian artists in connecting with European galleries, curators, and collectors.

The fair is proudly supported by the Italian Consulate in Chiang Mai, strengthening cultural ties between Italy and Chiang Mai. This collaboration underscores a shared commitment to fostering artistic exchange and promoting arts through opportunities .

The founder of Asian Art Century, Mr. Corrado Ferretti, brings a wealth of experience and a vision to create a platform celebrating the diverse world of contemporary art.

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Theme and Purpose of the Fair

Inspired by books like *The Future is Asian* and *The Asian Century*, the fair reflects the idea that the 21st century marks the flourishing of Asian countries. After centuries of colonialism and global marginalization, Asia has emerged as a central player on the world stage.

Artistic expression is an integral part of this evolution, hence the theme: *Asia 2.0: Transforming Identities*. The fair aims to highlight this monumental transformation. It is dedicated to creating opportunities for emerging Asian artists to present their work on an international stage, fostering cross-cultural dialogue, and encouraging collaboration with the European art community.

Yes, we have 5 Great Winners

First Project of Asian Art Century has been a success.

Asia 2.0 has seen the participation of 60 artists, two universities, one museum of modern art, one art studio and six photographers and we're bursting with pride to announce the 5 extraordinary artists who captured our hearts at the Art Fair this January 2025. Get ready to see their masterpieces shine on an international stage!

Meet our rising stars:

- 1. Lalita Charoenying,**
- 2. Patcharapa Inchang,**
- 3. Charttakhan Kantatip,**
- 4. Thuy Quynh Le,**
- 5. Teevara Manonuek,**

Here's the exciting part – these amazing artists are taking their work to Italy! Their pieces will be featured at the prestigious Paratissima exhibition in Torino next November.

From local recognition to European exposure, this is just the beginning of their artistic journey!

Who We Are

We are an independent, non-profit NGO organizing and supporting the Asian Art Century project and other cultural initiatives fostering links between East and West. This first event has been entirely privately funded and guided by principles of social impact.

Our goals include:

- Creating opportunities for young artists.**
- Enriching the cultural landscape of Chiang Mai, a vibrant hub for art and creativity.**
- Building new networks, ideas, and collaborations.**

We plan a second edition by the end of 2025, in partnership with other social innovation stakeholders.

Artists' Participation

The inaugural Chiang Mai edition received an overwhelming response: more than 400 artists from three countries applied in one month. Unfortunately, only 10% could be selected.

To simplify participation and make it more accessible, we introduced an innovative and affordable model: artists do not pay for space and receive a small incentive if selected.

This year, we will feature:

- 34 painters
- 2 universities
- 1 painting school
- 1 museum of modern art
- 10 digital artists
- 3 sculptors
- 6 photographers in a special section, Tribute to Chiang Mai, celebrating the city.

Fair Structure

- 1. Asia 2.0 Main Exhibition Space:** A vast area showcasing works from young Asian artists across diverse mediums, including painting and sculpture.
- 2. Digital Asia 2.0:** A dedicated digital space for artists unable to attend in person, bringing the art fair experience to a global audience.
- 3. Tribute to Chiang Mai:** A photography exhibition celebrating the beauty and culture of Chiang Mai.
- 4. Space for University Students:** An exhibition featuring works by students and professors from CMU Chiang Mai University and Rajamangala University, nurturing the next generation of artists.
- 5. Innovation and Culture Talks:** Daily talks by inspiring speakers on the transformative power of innovation in the arts.

6. Window to Europe: Artists can upload their works to the Paratissima Art Gallery, with five selected to join Paratissima exhibitions in Europe.

Key Objectives

1 Support Emerging Artists: Provide a global platform for Asian artists to showcase their work and gain international recognition.

2 Foster Cultural Exchange: Facilitate collaboration and the exchange of ideas between artists from Asia and Europe.

3 Access European Markets: Connect Asian artists with European galleries, collectors, and curators, opening new market opportunities.

4 Create Sustainable Opportunities: Empower local artists by supporting their participation in European exhibitions, expanding their reach to a global audience.

Event Venue 



Event Calendar

Press conference: January 28, 5:00 PM

Grand opening: January 30, 5:30 PM

**Public Viewing (Free Entrance): January 31 – February 2,
9:00 AM to 8:00 PM**

**Join us in this transition to impact and inclusion. Support
the new generation of artists who have chosen a
challenging yet rewarding path. Spread the word and
visit the fair.**

**For more information or inquiries, email: asianartcentury
at gmail.com**

Acknowledgements

**This event was made possible thanks to the dedication
and altruism of:**

- Mr. Alberto Cusi - Italian Honorary Consul in Chiang Mai**
- Mrs. Panida Cherdjareewattananun - Photography**

Section Curator

- Mr. Thanupon Yindee (Golf) - Project Manager
- Mrs. Pia Wunna - Cultural Consultant

With The Participation Of



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