

In its nine years of existence, Paratissima has grown into one of the most important art events that take place during November, the month of contemporary art in Turin. In 2012 it was announced to be the most visited initiative on national level in Italy (data published by national art editorials) with an estimate of 117.000 visits in a period of 5 days.

Paratissima draws the attention of artists, creatives, photographers, painters, writers, directors, stylists and emerging designers and affirmed artists who are interested to experiment in a dynamic ambient and in front of a vast public. The aim of Paratissima is to support creativity in all its formats, making available a highly qualified and full of energy exhibition space. With its last edition it drew 606 authors, 58 art performances and more than 180 live events.

Paratissima is an independent and self-sustainable event which does not depend on public funding. Artists' inscriptions, commercial activities and private sponsorships are the primary income for the sustainability of the initiative.

Paratissima differs from other art festivals because it does not have a selection process for participation and it is open to the public free of charge - therefore remaining open literally to everyone. Internally, the festival curates the applicants' art in collaboration with an art director who dedicates the space appropriately and according to basic artistic criteria.

Paratissima in Europe

The character of Paratissima contributes to its likeability to be replicated in other cities and countries. In 2012, Aparatissima Napoli was held and promoted in co-production with Paratissima. In June 2014, this initiative will be held in Skopje, Macedonia while in the period from 2015 – 2017 we have foreseen its realization in Bosnia and Herzegovina, Poland and Germany.

Paratissima Skopje

The event in Skopje, Macedonia is organized with the institutional support of the City of Skopje, City of Torino as well as Turin's Chamber of Commerce. On international level, Paratissima Skopje was promoted in November 2013 when during the 9th edition of Paratissima in Turin (6-9 November), Macedonia attended as a guest of honor with a series of organized activities and promotional spaces dedicated to the country and the initiative. Paratissima Skopje is organized by Contineo 2020.

Promotion

Paratissima Skopje will be promoted in both Macedonia and Italy using the festival's communication tools: WEBSITE above 60.000 unique visitors on the web platform from September to November, with around 465.000 visited pages;

FACEBOOK above 13.400 likes / 150.000 users reached day during the "event time";

TWITTER more than 4.000 followers on Twitter. Between 500.000 and 1.000.000, followers reached only during the month of November;

INSTAGRAM above 2000 shots taken by Instagrammers during the event time.

