

## P R E S S R E L E A S E

### THE PHAIR 2026 returns to Turin, 22–24 May Key visual for the 7th edition unveiled

**Opening:** Thursday, 21 May 2026 (by invitation only)  
**Duration:** 22 – 24 May 2026, 12 noon – 8 pm daily  
**Location:** OGR Torino (Sala Fucine), Corso Catelfidardo, 22 – Torino, Italy

**The Phair | Photo Art Fair** – the international fair dedicated to photography and artworks created through the photographic medium – announces the dates of its **7th edition**, taking place in **Turin from 22 to 24 May 2026** at the **Sala Fucine, OGR Torino**. Once again the fair reinforces the city's central role as a **reference point for contemporary photography** and for artistic practices that explore the photographic language through an interdisciplinary lens.

**Each year**, through the selection of a **key visual**, **The Phair** celebrates the deep-rooted relationship between **Turin** and **photography**, working in close collaboration with the **city's leading cultural institutions**. The chosen image shapes the curatorial vision of the fair and reflects the dialogue between **city, gaze and artistic research**.



**Key Visual – 7th Edition:** Nanda Lanfranco, *Giuseppe Penone at Castello di Rivoli*, 1991, Courtesy CRRI – Centro di Ricerca Castello di Rivoli, Castello di Rivoli Museo d'Arte Contemporanea, Rivoli–Turin

**For 2026**, The Phair presents a work from the **Castello di Rivoli Museo d'Arte Contemporanea**: a photograph by **Nanda Lanfranco** portraying **Giuseppe Penone** (Garessio, 1947) within the museum's spaces. The image belongs to the **Fondo Nanda Lanfranco**, established in 2025 by the CRRI – Centro di Ricerca Castello di Rivoli – and kindly granted by the Museum.

**The selected work** encapsulates, in a single gesture, the relationship between **body, space and thought**, embodying the dialogue between languages that defines The Phair's identity and its commitment to research and experimentation.

**Nanda Lanfranco** (Genoa 1935 – Pieve Ligure 2023) was a photographer and visual artist whose work investigated the relationship between image, space and perception. Over several decades, she documented performances, installations and exhibitions – often capturing them during installation phases – as well as artists and artworks central to contemporary art history. Working almost exclusively in black and white, Lanfranco developed an intimate and analytical photographic language, capable of transforming documentation into vision and vision into reflection. Her works explore the threshold between reality and representation, between observation and participation, positioning photography as a device for thought and a medium of traversal.

**The selected photograph** captured Giuseppe Penone as a body in motion, crossing an imagined **boundary** between permanence and transformation, stepping across a hypothetical **threshold** between being and becoming. By fixing the instant of passage, Lanfranco frames a suspended moment. Penone's walk is presented not merely as movement through space, but as a means of understanding external reality through the body and through continuity between self and environment.

**Within the dialogue** between lens and artist's gaze, light, body and architectural space converge, becoming emblematic of the fair's curatorial approach. The Phair privileges exhibition projects characterised by **cross-disciplinary** dialogue and experimentation through the photographic medium.

With this **key visual**, The Phair invites audiences to explore photography as a hybrid and evolving territory – where languages intersect, where every gaze becomes a passage, and every image a threshold to be crossed.



Outside view of Sala Fucine, Turin 2025, courtesy The Phair

For general information, please visit: <https://www.thephair.com/> and follow: @thephair\_photoartfair

**Contact for information about THE PHAIR:**

Myra Geraldine Meterangelo, *VIP & Guest Relations*  
Tel: +39 (0) 11 3853897 | Email: [guest@thephair.com](mailto:guest@thephair.com)  
[www.thephair.com](http://www.thephair.com)

**Press Office:**

Nadine Dinter PR | Fasanenstraße 70, 10719 Berlin, Germany  
Tel: +49 (0)30/398 87 411 | Mobile: +49 (0)151/123 70 951  
Email: [presse@nadine-dinter.de](mailto:presse@nadine-dinter.de) | [www.dinter-pr.de](http://www.dinter-pr.de) | IG: @nadine\_dinter