

**PARATISSIMA**

*\*released June 2025*

# Who We Are

Paratissima is a hybrid and multifaceted brand: both a platform for large national and international exhibitions and a resonance chamber amplifying the voice of emerging artists, drawing the attention and curiosity of the general public.

 [PARATISSIMA.IT](https://www.paratissima.it)

Born in 2005 as a self-managed event, it has gradually expanded its scope, enriched with events, opportunities, and projects developed in collaboration with public and private organizations.

 [PRSARTE.IT](https://www.prsarte.it) > *LINK AL PORTFOLIO PROGETTI*

Located in the architectural **complex of Cavallerizza** since 2019 to 2024, Paratissima serves as a cultural hub for the city of Turin, offering exhibitions, activities, labs, and workshops to actively engage citizens. It also acts as an incubator for emerging artists through calls, competitions, residencies, and opportunities both online and offline.

Paratissima also plays a key role in education, offering training for young curators and workshops for children and teenagers.

 [CAVALLERIZZA.TO.IT](https://www.cavallerizza.to.it)

# The History

## 2014 - 2016

Paratissima broadens its horizons with new events and initiatives, evolving into an international platform with twin events in **Skopje and Lisbon**.

## 2019

Paratissima becomes an established reality, involving 350 creative talents and attracting 45,000 visitors over five days, spanning 12,000 square meters of exhibition space.

## 2005

Paratissima is born in **Turin**.

## 2006 - 2012

Paratissima grows, changing venues several times: from the **San Salvario district to Ex Moi and Torino Esposizioni**.

## 2018

Paratissima expands further in Italy, hosting events in **Cagliari, Naples, Bologna, and Milan**.



## 2020

The **ARTiglieria Con/temporary Art Center** is founded in Turin as an incubator for artistic and cultural projects.

## 2021

Paratissima adopts a **new format where major exhibitions interact with emerging art**. It aims to become a large itinerant art gallery, combining exhibitions and an art market.

## 2024

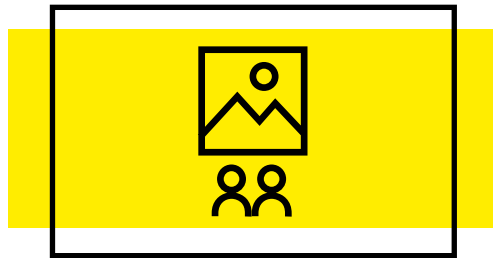


Paratissima celebrates its 20th edition in October with a new venue, **Uffici | SNOS**, temporarily granted by Intesa Sanpaolo S.p.A.

## 2022-2023

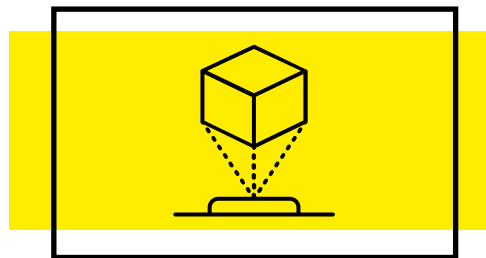
Paratissima expands within the **Cavallerizza Reale complex**, incorporating the ground floor and courtyard of Manica del Mosca, alongside ARTiglieria. This transformation enhances the **Cavallerizza Reale** complex as a space for culture and the arts, supported by the Compagnia di San Paolo Foundation.

**We work to transform the thoughts and efforts of emerging artists into value for everyone.**

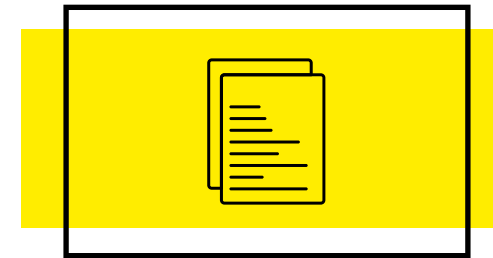


**Contemporary art exhibitions:**  
conceptualized and curated

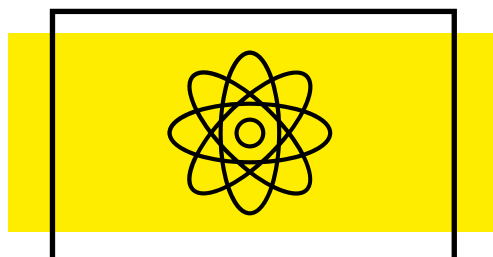
*Paratissima has reached cities like Milan, Bologna, Cagliari, Skopje, and Lisbon*



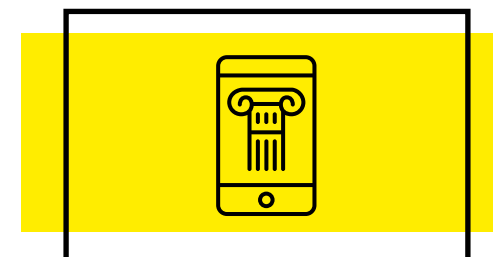
**ArtGallery online:**  
a showcase for selected artists, also functioning as an e-commerce platform



**Training:**  
programs for artists and curators



**International exhibitions:**  
large-scale shows



**Communication events:**  
involving emerging artists

# Community



**30.300**  
follower

↪ @paratissima



**43.600**  
follower

↪ @paratissima

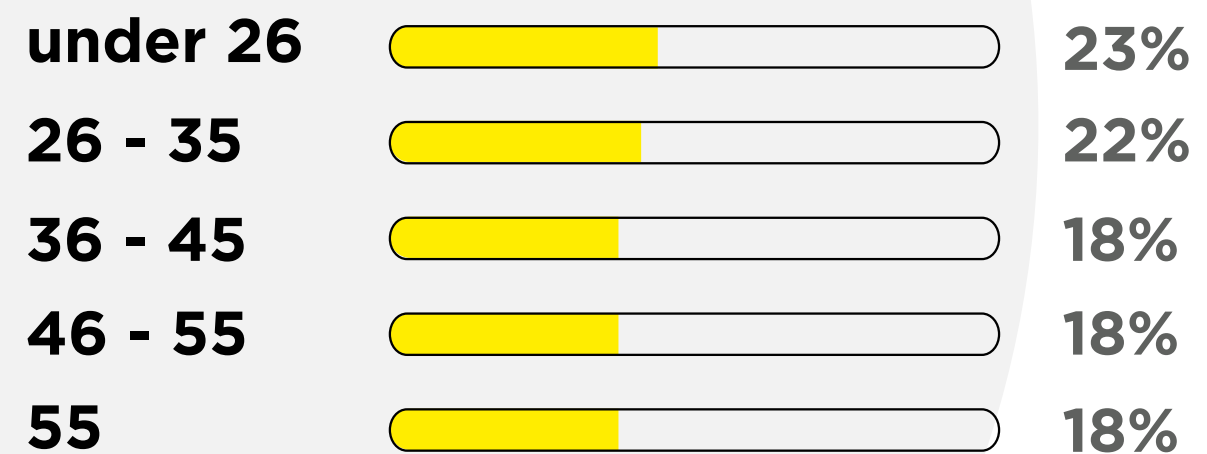
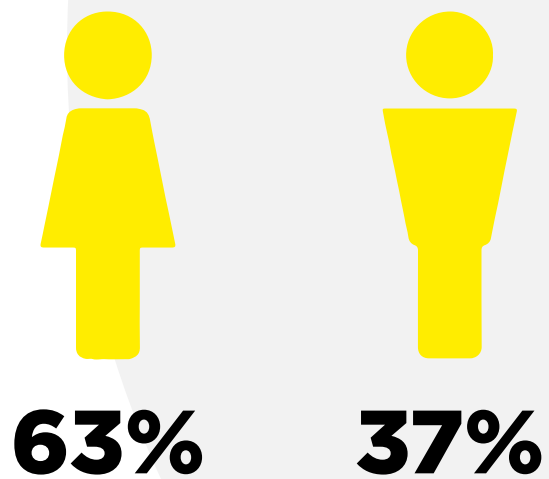


**40.000**  
mailing list

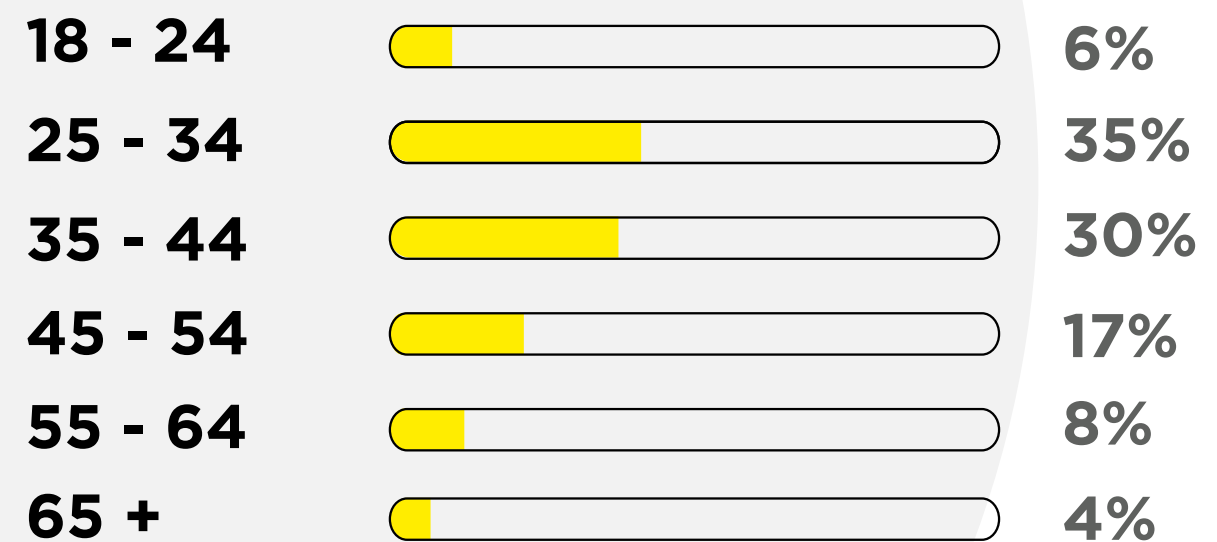
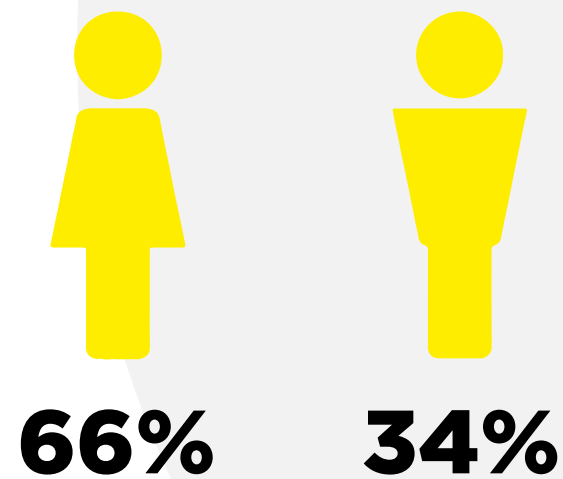
↪ @paratissima

# audience profiling

## Visitors



# audience profiling



23%



85%



15%

## Users on social



# Paratissima 20° 2024

**20.000**  
visitors

**+350**  
artists

**900**  
kids labs

**700**  
artworks sold

**30**  
live appointments



**PARATISSIMA  
VENTI**

**FOLLOW THE FLOW**

**31 OTT** ————— **03 NOV** 2024

**UFFICI | SNOS**  
C.so Mortara 24 - Torino

Visual creato da [www.catherinejpton.com](http://www.catherinejpton.com)

con il contributo di         

live events partner  official automotive partner  media partner  cultural partner  technical partner    lounge partner   powered by  

# **Paratissima is more**

- **Paratissima Talents**
- **Liquida Photofestival**
- **Master NICE**
- **Kids Labs**



## **We offer:**

**COLLECTIVE EXHIBITIONS  
FOR PUBLIC OR PRIVATE ENTITIES**

**OPEN-AIR EXHIBITION PROJECTS**

**INSTITUTIONAL EXHIBITION  
PROJECTS DURING PARATISSIMA**

**TAILORED CONTESTS AND  
SPECIAL PROJECTS FOR COMPANIES**

**WORKSHOPS AND EDUCATIONAL LABS  
ON CONTEMPORARY ART**

**LIVE PERFORMANCES**



## We have carried out projects with



Politecnico di Torino

IAAD.



LA STAMPA



TIGER



KUKA

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www.paratissima.it

## **OPERATIONAL HEADQUARTERS Torino**

SNOS Torino  
C.so Mortara 24  
10149 - Torino TO

## **LEGAL HEADQUARTERS Torino**

PRS Srl Impresa Sociale  
Corso Re Umberto, 9 bis  
10121 - Torino TO