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Founded in 1990 in Via Unione 6, l'Affiche Gallery was transformed in a short time, from a space dedicated to graphics and poster into a reference point for curious, passionate and collectors of contemporary art. In 1991, the headquarters doubled in size and with a new location opening also in Via Nirone, not far from Sant'Ambrogio, the use of the spaces was diversified: In Via Unione, temporary exhibitions are held in this location whilst in Via Nirone, all other works of art are kept, from purchased works to a poster archive. For the first time, works from artists like Gianluigi Toccafondo, Guido Scarbottolo have been displayed and photographers like Marcelo Soule, who with his Milan cityscapes, is now a permanent guest artist. The talent scout and authentic landlord who is able to put anyone at ease, is always from Adriano Mei Gentilucci who, with his team, goes way beyond the concept of the traditional gallery owner. An example of this is not only does he not avoid having collaborations with other exhibitors, he is famous for his willingness to turn the gallery into an available resource for the city, particularly for not for profit projects.

