

Paratissima Milano

art & photo fair

THR
OUGH
THE BLA
CK MIRR
OR

Paratissima | PRS

5-10
giugno₂₀₁₈

BASE

via Bergognone₃₄



PARATISSIMA.IT

g@p regulation

G@P REGULATION

PARTICIPATION METHODS

Art Galleries, Cultural Associations and Foundations can participate in Paratissima Milano Art & Photo Fair.

Three are the ways to participate:

1.1 LIGHT Option | Collective Exhibition "Through the Black Mirror"

Economically supporting the participation of a single Artist in the exhibition project "Through the Black Mirror", curated by the Artistic Direction of the event, within Fee A, B or C.

For the relative costs, please refer to the dedicated section "3. Spaces, Costs and Benefits".

This way of participation allows the inclusion of the "Courtesy" in all the materials related to the Artist's participation (exhibition captions, catalog and website).

How to register:

The Artist will register on the Art Gallery at the link by clicking EVENTS / Paratissima Milano in the control panel and by filling out the form.

Where required, the Artist should tick the "Courtesy" box and enter the name of the Art Gallery.

1.2 MEDIUM Option | G @ P - Art Galleries

Being present, in a cheaper way than the FULL option, in the section dedicated to Art Galleries with an independent space and presenting a project involving one or more Artists. The projects presented within this option do not necessarily have to respect the theme of the "Through the black mirror" event.

Particular attention will be paid to projects related to photography as the event falls during the Milano Photo Week.

The Art Galleries will be placed in the G @ P dedicated section.

The project must be selected and approved by the Artistic Direction.

Within the Medium option the Galleries can choose among the following:

FEE M1: 4,5 wall linear meter

FEE M2: 6 wall linear meter

FEE M3: 7,5 wall linear meter

For the relative costs, refer to the dedicated section "3. Spaces, Costs and Benefits ".

This type of participation includes:

- a wall space equal to the quantity of linear meters corresponding to the chosen option
- a pre-spaced graphic created and printed by the organization posted in the dedicated space with the name of the Art Gallery and its contacts (website, email, telephone numbers and names)
- the presence of the Art Gallery in the event promotional materials (catalog, website and social networks).

This participation does not necessarily require the permanent presence of the Gallery Owner and does not include:

- the space on the ground in front of the wall (the occupation of the ground surface is only available within the FULL option)
- table and chairs supply
- electric outlet

We guarantee the presence of our staff in charge of the space and the support in managing the contacts interested in purchasing the exhibited works.

For the Gallery Owners a common storage with guardians will be available, where the artworks can be stored and replaced with those eventually sold during the fair.

Particular attention will be given to projects related to photography as the event falls during the Milano Photo Week.

How to register:

Send an email to gap@paratissima.it within the terms established in this regulation:

1. Both Participation form (downloadable visiting the link) and the General Regulations completed and signed
2. Gallery Biography, max 1,000 characters (including spaces)
3. List of the Artists presented during the event
4. Images of the works exhibited (jpg format, 300 dpi) and captions; the images must be named using the format: gallery name_artist name_artwork title.

1.3 FULL Option | G @ P - Art Galleries

Exposing in a real exhibition stand, equipped with a table, two seats and an electrical outlet. The Gallery can propose a selection of Artists (single stand maximum 3 Artists, double stand maximum 5 Artists), evaluated and approved by the Artistic Direction. In the FULL option the Art Galleries are placed in the G @ P dedicated section.

This method of participation includes the possibility to choose between two dimensions of exhibition stands:

Single stand: 10 square meters and 9 wall linear meters

Double stand: 20 square meters and 18 wall linear meters

For the relative costs, consult the dedicated section "3. Spaces, Costs and Benefits".

Both are inclusive of electrical outlet, table, two chairs, the name of the Gallery of art / Association realized with the pre-spaced graphic posted on the dedicated stand and with the name inserted in the promotional materials (catalog, website and social networks).

For the Gallery Owners a common storage with guardians will be available, where the artworks can be stored and replaced with those eventually sold during the fair.

Particular attention will be given to projects related to photography as the event falls during the Milano Photo Week.

How to register:

Send an email to gap@paratissima.it within the terms established in this regulation:

1. Both Participation form (downloadable visiting the link) and the General Regulations completed and signed
2. Gallery Biography, max 1,000 characters (including spaces)
3. List of the artists presented during the event
4. Images of the works exhibited (jpg format, 300 dpi) and captions; the images must be named using the format: gallery name_artist name_artwork title.

For more info: e-mail gap@paratissima.it | tel. +39 347 9941125 – +39 347 1575205

The deadline for registration is set for May 10th, 2018.

In this first application phase NO PAYMENT is required. Payment must be done ONLY in case of selection by the Artistic Direction. The result of the evaluation of the registration will be promptly communicated via e-mail or telephone.

Each Gallery will have to handle the costs related to the production, transportation, preparation and dismantling of its works.

3. SPACES, COSTS and BENEFITS

3.1 LIGHT Option Costs | Collective Exhibition “Through the Black Mirror”

- FEE A

- wall: 1,5 linear meters 200 € VAT Incl.

- ground: 1 square meter 150 € VAT Incl. *

- *On request and if required by the artwork, the base can be provided for an additional fee by the organization. For information on the additional services please visit the link.

- FEE B

- wall: 3 linear meters 360 € VAT Incl.

- ground: 2 square meters 280 € VAT Incl. *

- *On request and if required by the artwork, the base can be provided for an additional fee by the organization. For information on the additional services please visit the link.

- FEE C

- wall: 4,5 linear meters 510 € VAT Incl.

3.1.1 Participation Benefits

The LIGHT option includes:

- A space (on the ground or on the wall) corresponding to the chosen option

- 1 (one) event access card/pass for the duration of the event.

- 1 (one) extra nominal event pass, strictly personal, valid for the 5 days of the event for one person. Access to the fair may require an I.D matching the name on the pass.

- Graphic realization and printing of the captions and the explanatory panel of the exhibited works with the “Courtesy” mention. The Galleries will be asked to provide a text of up to 900 characters including spaces with the displayed project/work explanation.

- 1 (one) copy of the catalog, created specifically for the event, where each Artist will have a dedicated space with the Artist name and surname, Gallery “Courtesy”, 1 (one) image of a work on display, caption, website, FB and e-mail. Additional copies of the catalog may be requested upon registration at a cost of 10 euros each.

- On-site promotion of the artworks: each participating Gallery will be asked for the sale price of the works in order to be able to communicate it to the collectors and to the interested public. Interested collectors will be provided with the Gallery contact e-mail and telephone.

- Realization of certificate of authenticity during the 5 days of the fair provided by the organization in case of an artwork sale.
- Visibility in the dedicated section of Paratissima Milano within the Paratissima website
- Social campaign to promote the event - on Facebook and Instagram channels - including post with the publication of images of projects exhibited at Paratissima Milano and images of the event itself.
- Possibility to purchase up to 2 (two) extra passes (5-days ticket) at the discounted price of 5 euros (instead of 10 euros). The Gallery must indicate the names of the 2 (two) pass holders. Note: Access to the fair may require an I.D matching the name on the pass.

The passes must be collected by the nominees directly at the Accreditation desk.

3.2 MEDIUM Option Costs | G @ P - Art Galleries

- FEE M1: 4,5 linear meters 750 € + VAT
- FEE M2: 6 linear meters 900 € + VAT
- FEE M3: 7,5 linear meters 1100 € + VAT

The exhibition space will be assigned by the Organization

3.2.1 Participation Benefits

The MEDIUM option includes:

- a wall exhibition space with the quantity of linear meters corresponding to the chosen fee (M1, M2, M3)
- 2 (two) event access cards/passes for the duration of the event.
- 2 (two) extra nominal passes, strictly personal, valid for the 5 days of the event for one person. Access to the fair may require an I.D matching the name on the pass.

The passes must be collected by the nominees at the fair entrance directly at the Accreditation desk.

- 5 (five) complimentary tickets valid for 1 person for the opening day.
- 5 (five) complimentary tickets valid for 1 person for any day of the event.
- For the Gallery Owners a common storage with guardians will be available, where the artworks can be stored and replaced with those eventually sold during the fair.
- Graphic realization and printing of the Gallery name to be posted on the stand
- 2 (two) copies of the catalog, created specifically for the event, where each Gallery will have 2 (two) pages dedicated displaying also: Gallery name, 1(one) image of a work on display, caption, website contacts, FB and e-mail and a text presenting the project (900 characters). Additional copies of the catalog may be requested upon registration at a cost of 10 euros each.
- On-site promotion of the artworks: each participating gallery will be asked for the sale price of the works in order to be able to communicate it to the collectors and to the

interested public. Interested collectors will be provided with the gallery contact e-mail and telephone.

- Visibility in the dedicated section of Paratissima Milano within the Paratissima website.
- Social campaign to promote the event - on Facebook and Instagram channels - including a dedicated post with the publication of images of the Art Gallery exhibiting at Paratissima Milano as well as the images of the events.
- Possibility to purchase up to 2 (two) extra passes (5 days ticket) at the discounted price of 5 euros (instead of 10 euros). The Gallery must indicate the names of the 2 (two) pass holders. Note: Access to the fair may require an I.D matching the name on the pass.

The passes must be collected by the nominees directly at the Accreditation desk.

The MEDIUM option does not include:

- the space on the ground in front of the wall (the occupation of the ground surface is only available within the FULL option)
- table and chairs supply
- electric outlet
- in case the Gallery referents are not present, we guarantee the presence of our staff controlling the space and the support in managing the contacts interested in purchasing the exhibited works.

It is possible to request quotes for additional services and options (set-up / dismantling, lighting integration, addition of displaying walls. Contact your Paratissima Referent for specific requests.

3.3 FULL Option Costs | G @ P - Art Galleries

Single Stand: 10 square meters and 9 linear meters 1600 € + VAT

Double Stand: 20 square meters and 18 linear meters 3000 € + VAT

The exhibition space will be assigned by the Organization

It is possible to request quotes for multiple stands, as well as for supplementary services and optionals (set-up / dismantling service, exclusive storage room inside the exhibition box, integration of lighting, additional displaying walls, furniture, etc.) Contact your Paratissima Referent for specific requests.

3.3.1 Participation Benefits

The FULL option includes:

- Maximum 4 (four) event access cards/passes for the duration of the event.

- 5 (five) extra nominal passes, strictly personal, valid for the 5 days of the event for one person. Access to the fair may require an I.D matching the name on the pass.

The passes must be collected by the nominees at the fair entrance directly at the Accreditation desk.

- 10 (ten) complimentary tickets valid for 1 person for the opening day.

- 10 (ten) complimentary tickets valid for 1 person for any day of the event.

- For the Gallery Owners a common storage with guardians will be available, where the artworks can be stored and replaced with those eventually sold during the fair.

- Graphic realization and printing of the Gallery name to be posted on the stand

- 2 (two) copies of the catalog, created specifically for the event, where each Gallery will have 4 (four) pages dedicated displaying also: Gallery name, 3 (three) images of works on display, caption, website, FB and e-mail and a text presenting the project (900 characters). Additional copies of the catalog may be requested upon registration at a cost of 10 euros each.

- On-site promotion of the artworks: each participating Gallery will be asked for the sale price of the works in order to be able to communicate it to the collectors and to the interested public. Interested collectors will be provided with the Gallery contact e-mail and telephone.

- Visibility in the dedicated section of Paratissima Milano within the Paratissima website.

- Social campaign to promote the event - on Facebook and Instagram channels - including a dedicated post with the publication of images of the Art Gallery exhibiting at Paratissima Milano as well as the images of the events.

- Possibility to purchase up to 4 (four) extra event passes (5-days ticket) at the discounted price of 5 euros (instead of 10 euros). The Gallery must indicate the names of the 4 (four) pass holders. Note: Access to the fair may require an I.D matching the name on the pass.

The passes must be collected by the nominees directly at the Accreditation desk.

4. EVALUATION AND SELECTION

At the end of the registration process, the Artistic Direction will evaluate the proposals received and by May 12th will communicate the results to the selected Art Galleries. All selected Galleries will have to pay a peremptory deposit by the date of May 14th, 2018. For details refer to the General Regulation.