

Paratissima Milano

art & photo fair

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PARATISSIMA.IT

artists regulation

ARTISTS REGULATION

PARATISSIMA MILANO 2018 REGULATION

1. REGISTRATION

To apply to participate to Paratissima Milano Art & Photo Fair as individual artists, you have to register at the link by filling out the online form.

The registration will automatically and entitle free of charge the artist to enter her/his artworks within the Art Gallery, which is an on-line showcase promoting all the artists taking part in Paratissima.

After the registration, by accessing your account you can proceed with the application by clicking on the item EVENTS and then in your control panel by selecting "Paratissima Milano" .

In this first phase of application NO PAYMENT is required.

Payment must be made ONLY in case of selection by the Artistic Direction. The outcome of the evaluation of the registration will be communicated by email. Note: Each artist will have to handle the costs related to the production, transportation, staging, dismantling of her/his own artworks.

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

2. PARTICIPATIONS

2.1 Collective Exhibition - "Through the Black Mirror"

The artworks proposed by the individual artists in order to be part of the collective Exhibition in Paratissima Milano have to fit the them: "Through the Black Mirror" (read the concept at the link).

Only the projects related to the theme will be considered for the selection, at the sole discretion of the Artistic Direction.

Procedure: After registering online through the Art Gallery, by accessing the section "EVENTS / Paratissima Milano", you can upload the images of the works you intend to register by selecting the item "Collective Exhibition Through the black mirror" and choosing one of the available Fee options (for more details refer to section "3.1 Spaces and Fees for the collective exhibition Through the Black Mirror").

2.2 I.C.S. - Independent Curated Spaces

The I.C.S. space it is designed for those who wants more space inside Paratissima; it is the right opportunity to host a dedicated project with a large nucleus of works by a single artist or a collective.

By applying for an I.C.S. space it is possible to present a project with a different content from the theme of the event.

Particular attention will be paid to those projects dedicated to photography as the event falls within the Milan Photo Week.

The I.C.S. spaces are also subject to selection by the Artistic Direction and follow the same deadlines indicated within the General Regulations.

The project presented by the artist must be signed by a curator and must be selected and approved by the Artistic Director. If a curator is not available, the curatorship service may be provided by the organization. (For information on the Additional Services, please visit the link)

Procedure: After registering online through the Art Gallery, by accessing the section "EVENTS / Paratissima Milano", you can upload the images of the works you intend to register by selecting the item "ICS Space" and choosing one of the available Fee options (for more details refer to section "3.2 Spaces and Fees for ICS - Independent Curated Spaces").

3. SPACES, COSTS AND BENEFITS OF PARTICIPATION

3.1 If you have chosen to register for the 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 meter **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.

Any additional staging requirements (bases, sockets, extra spotlights beyond those provided) are available at an additional cost. For information on the additional services visit the link.

3.1.1 Participation Benefits

The participation to the the collective exhibition "Through the black mirror" includes the following benefits:

- 1 (one) complimentary event pass, in addition to the personal one of the artist, strictly nominal, valid for 5 days of the event and for one person only. Access to the fair may require an I.D matching the name on the pass. The extra pass will be delivered during the set-up of the exhibition and by receiving the name of the pass holder.
- Graphic realization and printing of the captions and the explanatory panel of the works on display. Artists will be asked to provide a text of up to 1000 characters including spaces for the explanation of the work/s on display.
- A copy of the catalog, created specifically for the event, where each artist will have a dedicated space with the artist name and surname, an 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 Artist will be asked for the sale price of the work/s in order to be able to communicate it to the collectors and to the interested public. Collectors will be provided with the Artist contact e-mail and telephone in case the Artist does not want to be supported in the brokerage service offered by the organization.
- Optional sales brokerage service: Artists may request the organization to conduct the brokerage service, which implies a fee of 20% on the actual sale price.
- 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 the works exhibited at Paratissima Milano and images of the event itself.
- Possibility to purchase up to 2 (two) extra event passes (5-days ticket) at the discounted price of 5 euros (in place of 10 euros) for those who choose Fee A, B or C. The artist must indicate the names of the two pass holders. Note: Access to the fair may require proof of I.D. matching the name on the pass.

3.2 If you have chosen to register for I.C.S. – Independent Curated Spaces*

Fee C

- 4,5 Linear Meters 510€ VAT Incl.

Fee D

- 6 Linear Meters 640€ VAT Incl.

Fee E

- 7,5 Linear Meters 750€ VAT Incl.

Fee F

- 9 Linear Meters 840€ VAT Incl.

The project presented by the artist must be signed by a curator and must be selected and approved by the Artistic Director. If a curator is not available, the service can be provided by the organization. (For information on the additional services please visit the link)

Any additional staging requirements (bases, sockets, extra spotlights beyond those provided) are available at an additional cost.

For information on the additional services please visit the link

3.2.1 Participation Benefits

The participation to the I.C.S. – Independent Curated Spaces includes the following benefits:

- 2 (Two) complimentary event passes, in addition to the personal one of the artist, strictly nominal, valid for 5 days of the event for two persons only. Access to the fair may require an I.D matching the name on the pass. The extra passes will be

delivered during the set-up of the exhibition and by receiving the names of the pass holders.

- Graphic realization and printing of the captions and the explanatory panel of the works on display. Artists will be asked to provide a text of up to 1000 characters including spaces for the explanation of the work/s on display.
- A copy of the catalog, created specifically for the event, where each I.C.S. Artist will have a dedicated space with the Artist name and surname, an 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 Artist 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. Collectors will be provided with the Artist contact e-mail and telephone in case the artist does not want to be supported in the brokerage service offered by the organization.
- Optional sales brokerage service: Artists may request the organization to conduct the brokerage service, which implies a fee of 20% on the actual sale price.
- 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 the I.C.S. project exhibited at Paratissima Milano and images of the event itself.
- Possibility to purchase up to 4 (four) extra passes (5-days ticket) at the discounted price of 5 euros (in place of 10 euros). The Artist must indicate the names of the four pass holders. Note: Access to the fair may require proof of I.D. matching the name on the pass.

4. EVALUATION and SELECTION

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

At the end of the registration, the Artistic Direction will evaluate the proposals received and by May 12th will communicate the results to the selected Artists. All the selected candidates have to pay the chosen Fee by May 14th at the latest. The payment of the fee has to be wired before May 14th to the following bank account:

Beneficiary: PRS Srl Impresa Sociale
Bank: Cassa di Risparmio di Asti S.p.A.
IBAN: IT32W060850100000000024494

SWIFT CODE: CASRIT22

6. STAGING AND DISMANTLING

Each Artist is responsible for setting up and dismantling in total autonomy, respecting the staging project previously sent by e-mail to the Artistic Direction. Any support and service to the preparation / dismantling can be requested and provided at an additional cost. For further information, visit the link.

In case of applications including more than one artwork (from FEE B onwards), the Artistic Direction will request a draft of the preparation.

Improvements will be requested or suggested if necessary in order to achieve a harmonious overall result of the exhibition.

7. CATALOGUE

All information about the Artists selected for the collective exhibition "Through the black mirror" will be published on the Paratissima website and in paper format within the catalog. In the event that the Artist does not send the requested material within the expected due time, the Organization will not be responsible for the non-publication.

The Artist guarantees the truthfulness of the information published in the catalogue, independently holding the Organization against third parties. The Organization and/or any concessionaire and/or printing press (or online product) cannot in any way be held responsible for the result of the catalog, as well as errors or omissions where they occur, except for fraud or gross negligence. Each Artist will be entitled to copies of the catalog according to what is specified within the General Regulation of participation:

- 1 (one) copy for Fee A-B-C
- 2 (two) copies for Fee D-E-F

It is possible to request additional copies of the catalog by the May 14th at the promotional price of 10 euros per copy. The catalog will be available online after the event at a higher price.

8. CONCESSIONS

A 10% discount on the registration fee is reserved to the artists who have participated in Paratissima Bologna.

The artists selected and participating in Paratissima Milano Art & Photo Fair will receive a 10% discount on the registration fee for Paratissima Torino 2018.

9. PRIZES

During Paratissima Milano the following prizes will be awarded:

• PRS TALENT PRIZE

The Artist or Artists deemed to be promising talents will receive an acquisition award from PRS Impresa Sociale. One or more works will be purchased for a maximum and a total value of 3000 euros.

The works will become part of the permanent collection of Paratissima, supported by PRS Impresa Sociale.

The prize will be awarded on the basis of the unquestionable judgment of the jury convened specifically by PRS and whose names will be disclosed only at the inauguration of the event.

• N.I.C.E. PRIZE

Three selected Artists will have the opportunity to exhibit their works for free within one of the exhibition projects N.I.C.E. during Paratissima Torino 2018, with a reserved space equal to a FEE A.

• PHOTO PRIZE

The selected artist will have the opportunity to exhibit her/his work/s for free in the photographic section of Paratissima Torino 2018, with a reserved space equal to a Fee C.

DEADLINES SUMMARY

Application has to be sent by May 10th, 2018

Communication Selection Results by May 12th, 2018

Fee Payment due by May 14th, 2018

Right of Withdrawal by May 17th, 2018

Staging/Set-up June 5th 08:00 AM – 09:00 PM / June 6th 08:00 AM – 12:00 PM

Opening June 6th, 2018

Event Dates June 6th to June 10th, 2018

Dismantling June 10th, 08:00 PM - 12:00 AM