

LIQUIDA

Exhibition

MAY 2025

WHERE
IMAGES
FLOW

POWERED BY
PARATISSIMA

LIQUIDA PHOTOFESTIVAL

Fluid, elusive, ubiquitous, powerful and fleeting: the image of hypermodernity inhabits us and we are pervaded by it in every moment of our existence. In what Zygmunt Bauman has called "liquid modernity," even photography adapts to a malleability of form and content made possible not only by technology, but by a new societal approach to the image itself.

Every individual is now a producer and consumer of images through which he or she relates to others, attributing to photography the value of a universal language.

We have soon moved to a "liquid photography" of Fontcubertian memory, ephemeral and malleable, more and more like a mental image than an object photograph. In this panorama whose future developments are increasingly played out on digital and intangible paradigms, "Liquida Photofestival" wants to be a reference to return, as much as possible, the state of photographic research in its different forms of expression and the state of the image at the precise moment of its manifestation, trying to give voice to the new talents of contemporary photography, not only from the point of view of authorial production, but also of photographic reflection, involving insiders who are now beginning their journey in this cosmos in constant evolution.

A festival in which the image flows, pandering to the path of a river that is sometimes impetuous, sometimes docile, but never the same. WELCOME TO OUR LIQUID WORLD.

As part of the Festival, the EXHIBITION section will showcase the best projects of contemporary photographers among those received through application. Each wide-ranging project will have a space whose set-up/layout will be decided together with the Artistic Direction: an opportunity to evaluate their work in a concrete and structured way, through a dedicated work of photo-editing, planning and declination of the proposal with an exhibition layout capable of enhancing the project within the exhibition spaces.

Participating in the Liquida Photofestival 2025, EXHIBITION section, you can win the following prizes:

- FIUTO ART SPACE AWARD: Solo exhibition in 2025 at the FIUTO Art Space, in Ripatransone (AP)
- PARATISSIMA TORINO PRIZE: Free participation in the "Liquida Photofestival - winter edition", inside the main event of Paratissima Turin

1. REGISTRATION AND ENROLLMENT

To apply to participate in Liquida Photofestival EXHIBITION 2025 as an individual artist or collective (COLLECTIVE means the participation of 2 or more artists submitting under the same name) you will need to follow two steps:

A) Free Art Gallery Registration

Register at the [link](#). This registration will automatically and free of charge entitle the artist and his or her works to be included within the [artgallery.paratissima.it](#) platform, a showcase dedicated to the online promotion and sale of all the works the registered artists. The creation of the aforementioned profile will also allow access to the Registration Form to participate in the EXHIBITION section of the Liquida Photofestival 2025. For support with the registration process, you can download the [Online Compilation Guide](#).

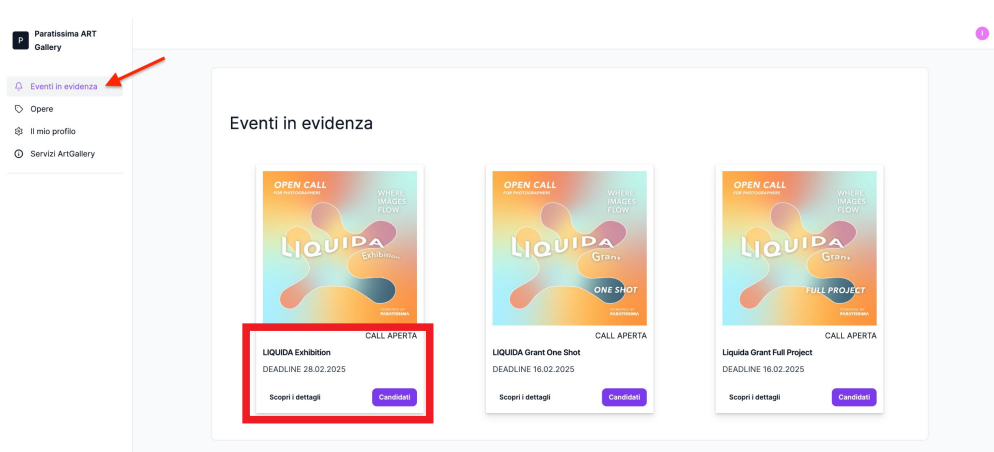
In case you have previously registered for the Art Gallery, log in with your credentials at the [link](#) and follow step B directly.

NB: In the case of a COLLECTIVE, it will be necessary to create a single Art Gallery profile. Works exhibited but not uploaded to the Art Gallery platform cannot be sold, either physically or online.

PLEASE NOTE: To access the project application, it is essential to have an Art Gallery profile; therefore, the process outlined above is a *sine qua non* to participate in the event.

B) Event application

To complete the registration process, simply go to the "Eventi in evidenza" section in the left menu within your artist profile.



The "Eventi in evidenza" section provides direct access to the [Registration Form](#) of all the calls opened by Paratissima.

By clicking the "Apply" button under the box "**Liquida EXHIBITION 2025**", you will access the Form where you will be able to:

- 1) select the desired participation fee;
- 2) select any additional services (optional);
- 3) select the works you intend to present in the exhibition from those previously uploaded to your personal Art Gallery profile.

The Form requires you to select all the works you want to submit **after previously uploading them to your personal Art Gallery profile.**

Paratissima ART Gallery

Eventi in evidenza

Opere

Il mio profilo

Servizi ArtGallery

[LINK AL REGOLAMENTO](#)

Seleziona la quota di partecipazione *

Quote a parete

QUOTA A (1,5m lineari): €150,00

QUOTA B (3m lineari): €200,00

QUOTA C (4,5m lineari): €300,00

Servizi aggiuntivi

Allestimento + disallestimento: €150,00

SOLO allestimento: €100,00

SOLO disallestimento: €100,00

Catalogo: €15 cad (seleziona la quantità)

quantità -- +

Selezione opere *

PAY ATTENTION

During the application phase, it will be possible to choose the works to be presented in the exhibition directly from your artist profile (or collective profile).

In case all the works you intend to submit to the Fair are not ready, and therefore not yet uploaded to your personal profile, it will be enough to send an email to artgallery@paratissima.it to arrange future integration to the application directly with the Artistic Direction.

IN CASE OF SALE

The sale of the works will be possible ONLY through the channels of Paratissima, whether it is direct sale during the event or through the platform artgallery.paratissima.it

As stated in the [Terms and Conditions of Use](#) of the Paratissima Art Gallery Ecommerce, the sale of the works exhibited during the event must take place through Paratissima's channels up to a duration of 30 days beyond the end of the exhibition. At the end of these 30 days, you will be able to remove works previously exhibited at the Fair from your profile, or sell them through other channels outside the organization.

The works cannot be delivered to the buyer until the close of the event. In case of sale, Paratissima will directly collect the amount from the buyer by retaining 20 percent of the sale price.

2. PAYMENT

Following the completion of the Application Form, the Artistic Director will reserve time to evaluate the applications.

IF SELECTED, a link to proceed with payment of fee and any additional services will be attached in the email confirming the selection outcome. Invoice information will also be requested at that time.

One must proceed with the **payment of the participation fee by Thursday, March 13, 2025**. If this deadline is not met, the Artistic Director may decide to no longer consider the application valid, and thus proceed with the selection of another candidate.

3. SELECTION OUTCOME

Registration closes Friday, Feb. 28, 2025, and the outcome of the selections will be emailed no later than Friday, March 07, 2025.

PAY ATTENTION

Each artist selected and participating in the event will be responsible for the costs associated with the production, transportation, set-up, and take-down of their work, unless they request the additional set-up/disassembly service.

4. FEES, COSTS

The fees from which it will be possible to choose will be as follows:

- **QUOTE A** (1,5m width on wall): €150,00
- **QUOTE B** (3m width on wall): €200,00
- **QUOTE C** (4,5m width on wall): €300,00

The additional (optional) services from which you will be able to choose will be as follows:

- **CATALOG**: €15,00 for each (The catalog is NOT included in the cost of participation, and you can reserve one or more copies through the Registration Form on Art Gallery, pt. 1.B);
- **SET-UP + DISASSEMBLY**: €150,00 (the service includes unpacking operation, setting of the works according to the exhibition scheme agreed with the Art Direction, setting materials, packing materials, repacking of the works at the end of the event).
- only **SET-UP**: €100,00
- only **DISASSEMBLY**: €100,00

PLEASE NOTE

It is important to mention that the following promotion and enhancement activities are included in the participation fee:

- 1) *quoted exhibition layouts*
- 2) *basic technical support in the set-up phase*
- 3) *targeted communication before and during the event*
- 4) *exhibition infographics (captions, panels, etc.)*
- 5) *support for online and trade show sales*
- 6) *support for online and trade show sales*
- 7) *press review sharing*
- 8) *professional photo reportage for the general event*
- 9) *placement in the official exhibition catalog*

5. CATALOGUE

All information about the artists selected for the LIQUIDA PHOTOFESTIVAL 2025 edition

will be published on the Paratissima website and in printed form in the dedicated catalog.

In the event that the exhibitor does not make the requested material arrive on time, the Organization will not be responsible for non-publication.

The exhibitor guarantees the truthfulness of the information published in the catalog, relieving and otherwise holding the Organization harmless against third parties.

The Organization and/or the concessionaire, if any, and/or the printer in charge of printing (or online product) shall in no way be held responsible for the result of the catalog, as well as for errors or omissions where they occur, except for willful misconduct or gross negligence.

No complimentary copies are provided for selected artists.

No copies of the catalog will be included in the fee payment, but it will be possible to purchase one or more copies by reservation on the Entry Form on Art Gallery, pt. 1.B).

6. MISSING PARTICIPATION

An artist duly registered and selected to participate in Liquida Photofestival 2025 who is unable to participate **may drop out of the selection no later than March 13, 2025.**

until March 07th _____ Selection communication
until March 13th _____ Limit to make payment
Limit for notifying waiver

PAY ATTENTION

After March 13th, failure to pay the fee will automatically result in forfeiture of participation in the event.

In case of cancellation of participation communicated after the date of March 13th, the Organization will NOT refund the participation fees already paid.

7. DEADLINE SUMMARY

February 28th 2024_____ENROLLMENT CLOSING

until March 07th, 2024_____SELECTION COMMUNICATION

March 13th, 2024_____DEADLINE FOR
PAYMENT or WAIVER.