

ARTISSIMA 2024

PARTICIPATION

GUIDE

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31 OCT preview — 1-3 NOV 2024

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1. WHAT IS ARTISSIMA?

Artissima is Italy's most important contemporary art fair. Since its establishment in 1994, it has combined the presence of an international market with a focus on experimentation and research.

Galleries from all over the world participate every year. In addition to the fair flagship sections (**Main Section, Monologue/ Dialogue, New Entries, Art Spaces & Editions**), Artissima is also composed of three curated sections, headed by a board of international curators and museum directors, devoted to emerging artists (**Present Future**), to the rediscovery of the pioneers of contemporary art (**Back to the Future**) and to the drawing practice (**Disegni**). The three curated sections will be hosted in the fair pavilion with monographic booths and on **Artissima Voice Over** digital platform, with an in-depth presentation.

2. WHICH IS THE THEME OF THE FAIR?

The theme of Artissima 2024 - **The Era of Daydreaming** - focuses on daydreaming as a central manifestation of spontaneous thought and a catalyst for future-oriented creation. Increasingly revalued by neuroscientists, philosophers, and artists, daydreaming is a familiar everyday experience: the mind's ability to self-generate internal dialogue and process one's own life story through an ever-evolving forms of visual thought.

Crucial to creative thinking and artistic production, daydreaming is a spontaneous force that activates hopes, emotions and imaginaries, shaping the world to come and orienting it according to our expectations.

3. WHEN IS ARTISSIMA?

The 31st edition of Artissima takes place **from 31 October to 3 November 2024**

31 OCT: preview (by invitation)

1-2-3 NOV: open to the public

4. WHEN IS THE APPLICATION DEADLINE FOR THE FAIR?

Applications must be submitted within 30 April 2024 for the curated sections (Present Future, Back to the Future and Disegni), and within 4 May 2024 for the flagship sections.

5. HOW SHOULD GALLERIES FILL IN THE APPLICATION REQUEST FOR THE FAIR?

The application process is available on the fair website artissima.art and all the applications can be filled in at www.artissima.art/login-application

- The galleries which have not participated in the fair 2023 or galleries which have participated exclusively in the curated sections 2023 should follow OPTION A.
- The galleries which have participated in the fair 2023 should follow OPTION B and enter their own reserved area by using their 2023 access data (the same data used to upload images on the online catalogue). You will find some forms already fulfilled for your convenience; hence applying to the fair 2024 will be easier and quicker. Each gallery will also be able to update its application process visible on artissima.art until 30 April for the curated sections and until 4 May for the flagship sections.

6 AT WHICH POINT IN THE APPLICATION PROCESS GALLERIES CAN SELECT THE SECTION THEY WISH TO APPLY TO?

The point in the application process where to select the section (or sections) for which to apply is Point 5.

N.B. It is possible to select one or more sections at the same time; further along in the process, you can insert specific requests for each selected section.

There are 8 steps in the online registration process for Artissima 2024:

1. General data:

- provide info related to the gallery
- indicate a contact to whom the fair will send all the communications regarding the fair
- indicate a contact to whom the fair will send all the communications regarding the VIP department
- accept the privacy policy statement

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2. Other data:

- insert an image of reference
- indicate the digital profiles of the gallery
- indicate previous participations at fairs, including Artissima (since 2018)

3. Artists:

- indicate artists represented by the gallery (from which, in a subsequent step, to choose those the gallery wants to apply with, in each specific section)

4. Conditions:

- acknowledge that you have understood the deadlines and accepted the general regulations

5. Sections:

- select the section (or sections) for which to apply

6. Selection:

- select the type of booth, then accept the terms and conditions

7. Billing:

- provide billing information
- indicate an administrative contact to whom the fair will send invoices and other financial documents
- indicate the legal representative of the gallery
- apply for participation with acceptance of the general regulations

8. Submit:

- download the application (or applications) for participation in PDF format
- double check the bank info for the deposit payment
- strictly follow the list of the documentation to be attached to the application (or applications) for participation

When these 8 steps have been completed, sign and submit the application (or applications), by scanning and sending the documents via e-mail, as indicated at Point 5 of this guide.

N.B. When step 1 "GENERAL DATA" has been completed, the gallery will receive an e-mail from digital@artissima.art with the subject "[Artissima] Application process Artissima 2024". The e-mail must be kept because it contains a link to reenter into the application process at any time.

7. FOR WHICH SECTIONS OF THE FAIR IS IT POSSIBLE TO APPLY?

It is possible to apply for the following sections:

- Main Section
- Monologue/Dialogue
- New Entries
- Art Spaces & Editions
- Present Future
- Back to the Future
- Disegni

8. FLAGSHIP SECTIONS APPLICATIONS

The range of the booth's prices goes from 200,00 to 280,00 Euro sq.mt., depending on the section.

▪ **MAIN SECTION**

The Main Section brings together outstanding galleries from the international art world: established names offer collectors and art lovers an event of the highest quality.

Deadline: 4 May 2024

Deposit fee to be paid by 4 May 2024: 2.000,00 Euro

BOOTH TYPOLOGY:

XS-1: 24/28 sq.mt. (reduced cost only for galleries that participated in the **New Entries** section in 2022 or in 2023)

XS-2: 28 sq.mt.

S: 32/40 sq.mt.

M: 44/56 sq.mt.

L: 64/72 sq.mt.

XL: 80/96 sq.mt.

XXL: 104 sq.mt.

Possible booth sharing with a minimum space of 48 sq.mt

▪ **MONOLOGUE/DIALOGUE**

Monologue/Dialogue is reserved to emerging galleries or galleries with an experimental approach applying with either a monographic booth or with works by 2 artists in dialogue.

Deadline: 4 May 2024

Deposit fee to be paid by 4 May 2024: 1.000,00 Euro

BOOTH TYPOLOGY:

XS-1: 24/28 sq.mt.

Possible booth sharing with a minimum space of 40 sq.mt

▪ **NEW ENTRIES**

The New Entries section presents the most interesting emerging galleries from the international art scene, that have been open less than 5 years and taking part in Artissima for the first time.

Participating in the section, 3 galleries will be entitled to receive a prize of 3.000 Euro to cover part of the booth costs.

Deadline: 4 May 2024

Deposit fee to be paid by 4 May 2024: 1.000,00 Euro

BOOTH TYPOLOGY:

XS-1: 20/30 sq.mt. (measure assigned by the organization)

▪ **ART SPACES & EDITIONS**

Art Spaces & Editions is a special section of Artissima exclusively devoted to galleries and non-profit spaces presenting editions, prints and multiples by contemporary artists.

Deadline: 4 May 2024

Deposit fee to be paid by 4 May 2024: 1.000,00 Euro

BOOTH TYPOLOGY:

XXS: 16 sq.mt. (only for non-profit spaces)

XS-1: 20/30 sq.mt.

S: 32/40 sq.mt.

All the deposits will be returned, should be the gallery not be selected, deductes of 400€ + VAT if due.

9. HOW ARE GALLERIES SELECTED FOR THE FLAGSHIP SECTIONS OF THE FAIR?

The selection is made on the evaluation of the submitted proposals to be sent **within 4 May 2024**. The Selection Committee of Main Section, Monologue/Dialogue, New Entries, Art Spaces & Editions is made up of gallery owners who take part to the fair and vote.

Main Section, Monologue/Dialogue, New Entries e Art Spaces & Editions Selection Committee:

- Paola Capata, Monitor gallery — Roma, Lisbon, Pereto
- Philippe Charpentier, mor charpentier gallery — Paris, Bogotá
- Raffaella Cortese, Raffaella Cortese gallery — Milano
- Guido Costa, Guido Costa Projects gallery — Torino
- Antoine Levi, Ciaccia Levi gallery — Paris, Milano
- Nikolaus Oberhuber, KOW gallery — Berlin
- Elsa Ravazzolo Botner, A Gentil Carioca gallery — Rio de Janeiro, Sao Paulo

10. CURATED SECTIONS APPLICATIONS

The participation will not be by invitation of the curators only, but spontaneous applications will also be considered and selected by the Curatorial Committees.

The participation cost for each Artissima curated section is 270,00 Euro sq. mt.

▪ **PRESENT FUTURE**

Present Future is the section of Artissima that showcases emerging talents, preferably less than 40 years old. The artists, presented by their reference galleries, are selected on the basis of a specific project. The section features monographic projects with the goal of shedding light on new, more significant and cutting-edge trends on the international art scene.

Deadline: 30 April 2024

Deposit fee to be paid by 30 April 2024: 1.000,00 Euro

BOOTH TYPOLOGY:

24/32 sq. mt. (measure assigned by the organization)

▪ **BACK TO THE FUTURE**

Back to the Future features monographic projects by pioneers of contemporary art and showcases works that explore themes related to feminism, mysticism, and a political reflection on language. The aim of the section is to offer a wide and diversified overview of artistic positions, created by artists born no later than 1949 and whose works were produced by 1989.

Deadline: 30 April 2024

Deposit fee to be paid by 30 April 2024: 1.000,00 Euro

BOOTH TYPOLOGY:

24/32 sq. mt. (measure assigned by the organization)

▪ **DISEGNI**

Disegni is the only section in Italian art fairs dedicated to this medium. It presents projects conceived as solo shows that enhance the authenticity and autonomy of the work on paper. The section promotes the uniqueness of the drawing, its innate immediacy, being the first translation of the artist's idea and the only unfiltered access to his creative process.

Deadline: 30 April 2024

Deposit fee to be paid by 30 April 2024: 1.000,00 Euro

BOOTH TYPOLOGY:

24/32 sq. mt. (measure assigned by the organization)

All the deposits will be returned, should be the gallery not be selected, deductes of 400€ + VAT if due.

11. HOW ARE GALLERIES SELECTED FOR THE CURATED SECTIONS?

The selection is made on the submitted materials to be sent within **30 April 2024** from curatorial committees.

The Curatorial Committees of the three curated sections, Present Future, Disegni and Back to the Future is made up of museum directors and curators.

Present Future Curators:

- Léon Kruijswijk, curator KW Institute for Contemporary Art — Berlin
- Joel Valabrega, curator Performance and Moving Image Mudam — Luxembourg

Back to the Future curators:

- Jacopo Crivelli Visconti, independent curator — Sao Paulo
- Heike Munder, independent curator and writer— Zurich

Disegni Curator:

- Irina Zucca Alessandrelli, curator Collezione Ramo — Milano

12. HOW IS THE DIGITAL PLATFORM OF THE ARTISSIMA CURATED SECTIONS STRUCTURED?

Artissima Voice Over, the digital platform of the curated sections, makes it possible to combine physical display with a virtual experience of in-depth exploration.

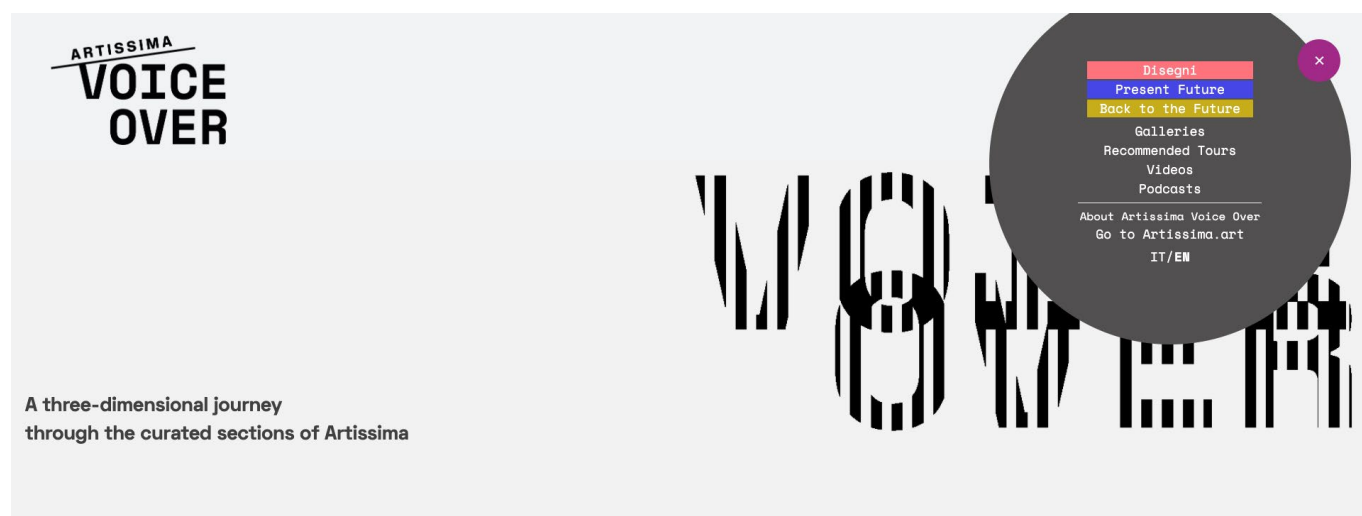
The platform offers concrete proof of the highly experimental approach of Artissima, acting as a cross-media space that goes beyond the classic enjoyment of a viewing room or a catalogue, by providing variegated content in an extensive overview of the work of the people involved in every project presented: **the galleries, the artists, the curators**.

The platform layout is simple, to facilitate browsing: the process calls for a landing on a welcome page, from which the various pathways of interpretation/viewing and 360° in-depth exploration branch out. Every project has its own page, full of descriptive materials that allow visitors not only to see the works, but also to listen to critical interpretations, and to trace back through the genesis of the creations through **images, videos, interviews** and **podcasts**.

The contents will be produced with the help of technologies of long-distance relation, and they will be formulated by the galleries and the artists, on the one hand, and by the editorial team of Artissima on the other.

The digital platform permits the presentation of a maximum of 8 works per artist.

By clicking on the image **HERE BELOW** you can browse the 2023 Artissima Voice Over platform.




13. WHERE SHOULD GALLERIES SEND THE APPLICATION FORMS FOR THE FAIR ONCE FILLED IN?

International galleries that want to take part in Artissima 2024 should send applications (together with the requested materials indicated at Point 11 of this guide) via e-mail or WeTransfer to **application@artissima.it**, to the attention of Giuditta Zaniboni – International Exhibitors Manager.

For any questions during the application phase, please feel free to contact Giuditta Zaniboni at:

 giuditta.zaniboni@artissima.it

 +39 011 19744106 / +39 345 4728808 (mobile)

14. WHAT KIND OF MATERIAL IS REQUIRED FOR EACH APPLICATION?

All applications should be accompanied by the required deposit fee, copy of a valid ID of the gallery legal representative and by the documentation on the artists you intend to show in the fair.

The documentation should be submitted in English as **one PDF document**. It must be less than 10MB and follow this exact order: short description of the exhibition planned for your booth (max 1 page); biography, bibliography, images (min. 3 max.6) for each artist; short history of your gallery and gallery mission; optional: booth mock up and press material related to the gallery (max 3 articles). Booth mock up is compulsory for New Entries section.

No printed material is required. Please send all the required documentation via e-mail or WeTransfer to the following email address: application@artissima.it

15. WHEN AND HOW SHOULD GALLERIES TRANSFER THE DEPOSIT FEE?

Applications should be accompanied by a deposit fee to be paid via bank transfer. No application without deposit will be submitted to the Selection Committee.

BANK TRANSFER TO:

ARTISSIMA s.r.l.

Unicredit Banca s.p.a. – Agenzia Torino Caboto - Corso De Gasperi, 35 - 10129 Torino

IBAN: IT 43 G 02008 01113 0000 41137557

SWIFT: UNCRITMM

Please include in the transfer the Gallery's name to ensure proper credit.

Payments must be made in Euro only.

Copy of the transfer receipt must be enclosed to the Application Form.

Bank charges at Exhibitor's expense. Any bank expenses charged to Artissima Srl will be withheld in case of reimbursement.

16. WHEN WILL GALLERIES RECEIVE NOTICE OF ACCEPTANCE OR NON-ACCEPTANCE?

The result of the selection will be announced within **May 2024** for curated sections and **July 2024** for flagship sections.

17. WILL THE DEPOSIT FEE BE REFUNDED IF THE GALLERY IS NOT ACCEPTED BY THE SELECTION COMMITTEE?

Once received the application deposit fee, Artissima will send a receipt which validates the received amount. Should **the application not be accepted** by the Selection Committee, the deposit will be refunded via bank transfer. The Organizer will retain 400,00 Euro + 22% VAT if due, for operational expenses and issue an invoice that will be sent via email to the gallery.

For **galleries selected** to participate in the fair, the amount paid for the deposit will be full deducted from the total amount due for the booth.

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