

ART-O-RAMA Marseille

Deadline: March 15, 2021

International contemporary art fair  
Salon international d'art contemporain  
27, 28 & 29 août

ART-O-RAMA is a contemporary art fair that takes place every last weekend of August in Marseilles. The upcoming edition will be held from August 27 to 29, 2021.

The art fair will then be followed by two weeks of exhibition – until September 12, 2021 – during which our team takes care of the presentation of the works to the general public as well as the security of the artworks.

The exhibitors can entrust us, if they wish, the dismantling and the packaging of the works at the end of the exhibition.

Given the sanitary crisis and the doubts remaining about its evolution, and in anticipation of the restrictions to free circulation across borders that could persist in August, we offer to foreign galleries to share a booth with a French gallery in order to ensure a physical presence onsite.

Two configurations are conceivable, either a solo show by an artist represented by both galleries, or a dialogue between two artists, one from each gallery.

Only fill in one application for both galleries.

To facilitate collaborations between galleries, the organizers can make an assistant available for your booth and insure the works during the dismantling and the exhibition time except during the 3-days fair.

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Following the cancellation of the 2020 physical edition of Art-o-rama, an Immaterial Salon was implemented with the will to present online, not documentation about artworks, but accessible and comprehensible artworks through a digital medium.

Thanks to a warm reception from the exhibitors as well as the collectors and art lovers, in 2021 we will maintain this section of Art-o-rama dedicated to immaterial artworks, meaning sound or text works.

The participation in the Immaterial Salon is free for the galleries selected for Art-o-rama.

Selection criteria:

ART-O-RAMA is exclusively open to galleries providing an annual exhibition programme.

They are selected by our Artistic Committee on the basis of the quality of their curatorial project (solo or group show) for ART-O-RAMA, and the relevance of their yearly programme.

Calendar:

Application deadline: Monday, March 15, 2021

Publication of results: May 2021

gallery

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gallery owner

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address

city

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zip code

country

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e-mail

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tel

site web

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opened in

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name of the main contact

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mobile

e-mail

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Address for invoice (if different from above)

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zip code

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city

country

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gallery

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gallery owner

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ART-O-RAMA office

Friche la Belle de mai, 41 rue Jobin, FR - 13003 Marseille

galerie@art-o-rama.fr t. +33(0)495 04 95 36

www.art-o-rama.fr

Application fee :

The application fee is €200 (€100 per gallery) and is non-refundable, except in case of cancellation by the organizers before the selection announcement. The payment is due prior to the sending of the application form, by wire transfer to:

account holder | FRÆME  
domiciliation | CIC MARSEILLE PRADO LA CADENELLE  
IBAN | FR76 | 1009 | 6180 | 6700 | 0260 | 7220 | 106  
BIC | CMCIFRPP

VAT not applicable, Section 293 B of the CGI

Exhibition fee and booth:

The exhibition fee is €3,000 (€1,500 per gallery) and includes an exhibition booth designed by the exhibitor, without pre-defined surface and consistent with the curatorial project.

Please fill in the form on page 5.

The organizers may modify, in consultation with the exhibitor, the booth plan for the sake of the general fair's layout.

The participation fees include

- an exhibition space including 0 to 15 linear meters of white wall with a height of 3m
- lighting
- power supply
- wi-fi connection
- insurance of the artworks during the exhibition time excluding during the fair and the dismantling
- an assistant upon request
- a dedicated page on our website including the presentation of 5 artworks
- the possibility to participate in the Immaterial Salon

Any additional equipment will be will charged to the exhibitor.

- additional linear meter: €150
- electrical plug: €50
- technical assistant: €150/half-day
- Any other request - any specific color, stretch ceiling, carpeting, artworks support, and video equipment, will require a quote.

The payment is due in one go right upon the confirmation of your participation by the organizers.

## Prizes

### Roger Pailhas Prize

Paying tribute to the Marseille-based gallerist, known for his daring and innovative booths within the most prestigious art fairs, ART-O-RAMA has inaugurated in 2015 the Roger Pailhas Prize. Awarded by a collectors' jury, this prize will reward the most daring curatorial project with the reimbursement of the exhibition fee.

### Because of Many Suns

Collezione Taurisano Prize, based in Naples, will reward an exhibitor by acquiring an artwork up to 5000€

### PÉBÉO Prize

PÉBÉO, an important French paint manufacturer, is committed to buy one or several paintings up to 10 000€, for its collection.

### MÉDÉOS Prize

Acquisition of an artwork about issues of memory, history and transmission up to 10 000€, for the collection of the company.

### Benoît Doche de Laquintaine Prize

Acquisition of an artwork for the collection articulated around the notions of poetry, of fitting into one's time, and of presence in the world.

Please attach the following documents listed below:

- I. A pdf document with:
  1. a presentation text of your curatorial project for ART-O-RAMA. It will be used for press and communication (1,500 characters maximum);
  2. list and biographies of the selected artists for the fair;
  3. images of the artworks with their captions (artist's name, title, year, medium, dimensions or duration, edition, courtesy) or drafts / drawing and descriptions if they are new productions;
  4. your booth plan (document page 5)
  5. any other item you may consider useful for the understanding of your project;
  6. presentation of the gallery (1 page maximum);
  7. list of the artists represented by the gallery; 2020-2021 exhibitions programme;
  8. wire transfer receipt for the application fees.
- II. For the website and the printed and digital communication, please provide us with 5 images with their caption (artist's name, title, year, medium, dimensions or duration, edition, price, courtesy), jpeg format, 300 dpi, 1500 pixels height and width minimum.

If you wish to participate in the Immaterial Salon :

1. presentation of the project
2. artworks with a maximum of 3, sounds (mp3 format) or text files
3. the full caption (artist's name, title, year, medium, dimensions or duration, edition, price, courtesy) of each artwork.

Production artist residency

The exhibitors are offered the opportunity to produce their site specific projects for the fair directly in Marseilles. ART-O-RAMA provides a free of charge workspace in August and offers logistic and technical support to the artists if needed.

If you are interested in the production residency, please mention it in your project outline. The residencies will be allocated during the selection committee.

YOUR EXHIBITION SPACE:

The organisers commit to provide a booth to each exhibitor according to the dimensions communicated to them by the exhibitor - taking into account the site's specificities and the general layout of the fair.

The booth is composed of plasterboard walls:

Height: 3m

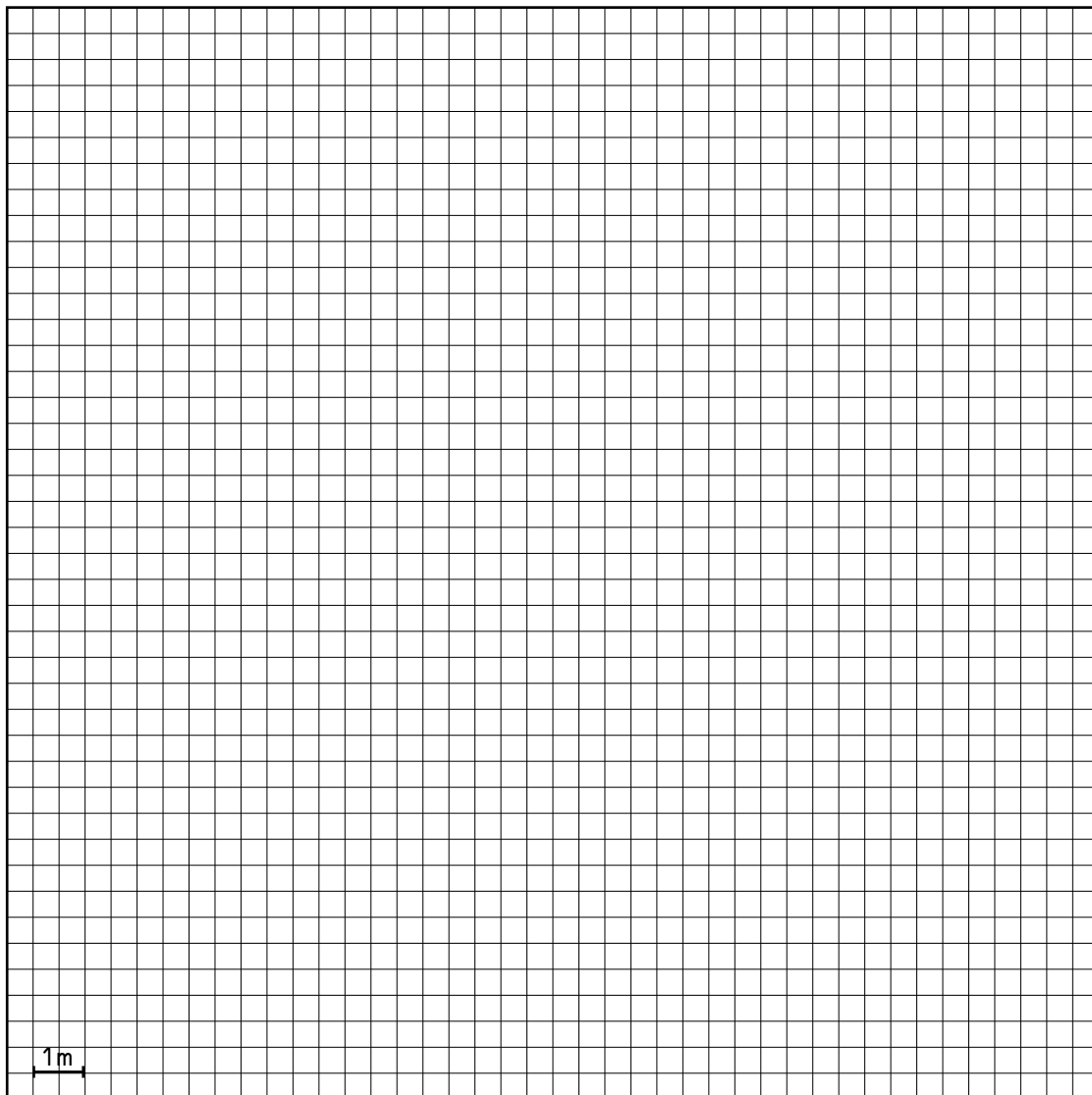
Width: 13m

It is provide with light, one electric socket and wifi.

Gallery

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Please provide a technically detailed booth plan. You may indicate, at least, the length of each wall and the position of electric plugs. Thank you for arrow-pointing the used face of each wall.



Date and place      Stamp of the gallery and director's signature

Participation:

This application form duly completed, signed and submitted on time, cannot be held as a contract for participating in the fair. The final admission will be officially announced by the fair's organisers only, and will entail the entry into force of this agreement.

Each selected gallery will be allotted – within all technical possibilities – a booth designed according to the specificities defined by them.

Each gallery will receive an exhibitors kit upon final admission to participate in ART-O-RAMA 2021.

agreement

date and place      Stamp of the gallery and Director's signature

Please return this application form duly signed with all the requested items by e-mail to [galerie@art-o-rama.fr](mailto:galerie@art-o-rama.fr) before March 15, 2021.

ART-O-RAMA office  
Friche la Belle de mai, 41 rue Jobin, FR - 13003 Marseille  
[galerie@art-o-rama.fr](mailto:galerie@art-o-rama.fr) t. +33(0)495 04 95 36  
[www.art-o-rama.fr](http://www.art-o-rama.fr)

## PARTICIPATION TERMS AND CONDITIONS

ART-O-RAMA is organized by FRÆME, a non-profit organisation based at La Friche la Belle de Mai, 41 rue Jobin, FR-13003, Marseille.

### Art.1 - General Rules

The exhibitors who have been selected to participate in ART-O-RAMA accept, without any reservation, the terms and conditions in the present agreement and shall comply with any other rules and regulations of participation that may be issued by the organisers to supplement these terms and conditions in the interest of the event.

### Art.2 - Participation

The selection of the application by the organisers entails the final compliance of the exhibitor to all the rules of the present agreement.

### Art.3 - Fees

The exhibitor agrees to pay its application fees before sending his application. The exhibitor also agrees to pay its participation fees upon acceptance of the file at once, upon receipt of the invoice. No exhibitor will be able to settle on its stand before having paid the expenses.

### Art.4 - Failure to participate

In case of a participation cancellation, the exhibition fees shall not be refunded. The exhibitor shall also reimburse any expenses caused by their application.

### Art.5 - Allocation of space

The booth configurations will be determined with the exhibitor on the basis of the technical information provided to the organisers.

The organisers commit to provide a booth to each exhibitor ; precise dimensions shall be set up with the exhibitor according to each project. The organisers commit to fit out each booth with minimum equipment (lights, electrical plugs, wifi). Any additional equipment shall be chargeable to the exhibitor. The final decision regarding the event site set-up shall be the organisers'. No claim will be accepted.

### Art.6 - Transport, set-up and dismantling

Transport expenses to and from the event are entirely borne by the exhibitor. The installation is made by the exhibitor. The dismantling may be done by the organisers. In that case, the exhibitor shall put the organisers in contact with their transport company and supply the organisers with the needed artworks packing material. The exhibitor shall fully discharge the organisers from any responsibility in case of damage that may occur during dismantling, storage and handling over of the artworks to the transport company.



In case of fragile artworks that may be vulnerable to handle, we highly recommend the exhibitor to hire a professional technician to ensure the dismantling and packaging of the artworks.

#### Art.7 - Sales

Sales are allowed during the professional days. Nevertheless, due to the public exhibition following the professional days, any artwork withdrawn from the booth shall be replaced, in agreement with the organisers, by another piece equal in quality.

#### Art.8 - Security

The organisers shall use reasonable endeavour to ensure a guard service outside the opening hours of the event. The exhibitors are responsible for the security of their own equipment.

#### Art.9 - Insurance

The organiser covers insurance during the dismantling and the exhibition time except during the 3-days fair.

In addition to the compulsory and appropriate liability insurance, the exhibitor shall obtain insurance from their insurance company to hedge other risks such as theft and damage against the artworks and exhibition equipments that may occur during the event, and also during the transport to and from the event. The exhibitor shall fully discharge the organisers from any responsibility in case of fire, breakage, leakage, water damage, or other disturbances, and any other damage not attributable to the organisers or their employees and servants.

#### Art.10 - Application of the Participation Terms and conditions

The organisers reserve the right to adjudicate at any time on all the disputed cases, or those not foreseen under these Participation Terms and Conditions. The organisers reserve the right to waive, add or alter any of those terms and conditions in the interest of the event.

#### Art.11 - Dispute

The parties will facilitate the amicable resolution of the dispute that may occur according to the interpretation or execution of the present agreement. In case of persistent disagreement, the competent court will be that of the jurisdiction of FR/EME, the non-profit structure organizing ART-O-RAMA.

agreement

place and date      Stamp of the gallery and Director's signature