

Deadline: the 23rd of March, 2025

ART-O-RAMA Marseille

International contemporary art fair
Salon international d'art contemporain
29th - 31st August

Art-o-rama is the main international fair for contemporary art and design in the South of France. An unmissable event that kicks-off the French contemporary art season at the end of summer, Art-o-rama features a unique and demanding selection of emerging local and international artists, bringing together over 60 galleries and publishers in Marseille, and online with the Salon Immatériel (a platform dedicated to works adapted to a virtual space). As a complement to the show, Art-o-rama offers bespoke VIP tours each year, showcasing the richness and the diversity of its cultural partners' summer exhibitions of contemporary art in Marseille and the surrounding region. Immersing yourself in the artistic highlights of the wider South, from Monaco's Nouveau Musée National to the MO.CO., the Fondation LUMA, Arles, Château La Coste, Villa Noailles, Commanderie de Peyrassol, Villa Carmignac and Nice's MAMAC among others.

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: the 23rd of March, 2025
Publication of results: mid-April 2025

Only fill in one application for both galleries.

gallery _____
gallery owner _____
address _____ city _____
zip code _____ country _____
e-mail _____
phone _____ site web _____
opened in _____
name of the main contact _____
mobile _____ e-mail _____
intra-community VAT number (EU galleries) _____
Billing address (if different from above) _____
_____ zip code _____
city _____ country _____
Wish to participate in the Salon immatériel

gallery _____
gallery owner _____
address _____ city _____
zip code _____ country _____
e-mail _____
phone _____ site web _____
opened in _____
name of the main contact _____
mobile _____ e-mail _____
intra-community VAT number (EU galleries) _____
Billing address (if different from above) _____
_____ zip code _____
city _____ country _____
Wish to participate in the Salon immatériel

Application fee :

The application fee is €250 tax excluded (€125 per gallery) and is non-refundable. The payment is due prior to the sending of the application form, by wire transfer to:

account holder | FRÆME PRODUCTION
domiciliation | CIC MARSEILLE PRADO LA CADENELLE
IBAN | FR76 | 1009 | 6180 | 6700 | 0478 | 7370 | 281
BIC | CMCIFRPP

VAT not applicable, Section 293 B of the CGI

Exhibition fee and booth:

The participation fee for Art-o-rama is €3,500 tax excluded (€1,750 per gallery) for galleries less than 7 years old and €4,000 tax excluded (€2,000 per gallery) for those more than 7 years old. The exhibition space is designed by the exhibitor in line with their curatorial project, within the limit of 12 linear meters of picture rail and 30 m2 of floor space. 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

- a maximum of 12 linear meters of white plasterboard wall with a 3m height
 - lighting
 - power supply
 - wi-fi connection

 - 1 dedicated page for the project on the website presenting 5 works for online sale. Please specify the price in the caption or indicate «price on request».
- Contact e-mail on your page _____

- the possibility to participate in the Salon immatériel for free

The Salon immatériel is an online platform dedicated to text or sound-based works, video and, more generally, to any work that can be accessible and experienced in a virtual space, just as it can be in a real one. The Salon immatériel comes in addition to the exhibitor's page which presents the physical project.

The Salon immatériel will be available online from Friday, the 1st of August to Sunday, the 21st of September.

Any additional equipment will be will charged to the exhibitor (all prices are tax excluded).

- additional linear meter: €300
- electrical plug: €75
- technical assistant: €200/half-day
- sound and video technical assistance: €300/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 jury of collectors, 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.

PÉBÉO Prize

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

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.

Marval Collection Prize

Supports innovative young artists, with the acquisition of artworks for a value of 15 000€ maximum.

Nice(He)art Prize

Offers an artist, selected on Art-o-rama, the opportunity to participate in our residency program, which includes a 6 to 8 weeks stay and production grant.

FRÆME Production

Friche la Belle de mai, 41 rue Jobin, FR - 13003 Marseille
galerie@art-o-rama.fr t. +33 (0)4 95 04 95 36
www.art-o-rama.fr

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; 2024-2025 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, 3000 pixels height and

If you wish to participate in the Immaterial Salon :

1. presentation of each work (1,000 characters maximum)
2. presentation of each artist (1,000 characters maximum)
3. presentation of the gallery (1,000 characters maximum)
4. artworks' files, (sound mp3 / video mp4)
5. the full caption (artist's name, title, year, medium, dimensions or duration, edition, price, courtesy) of each work.

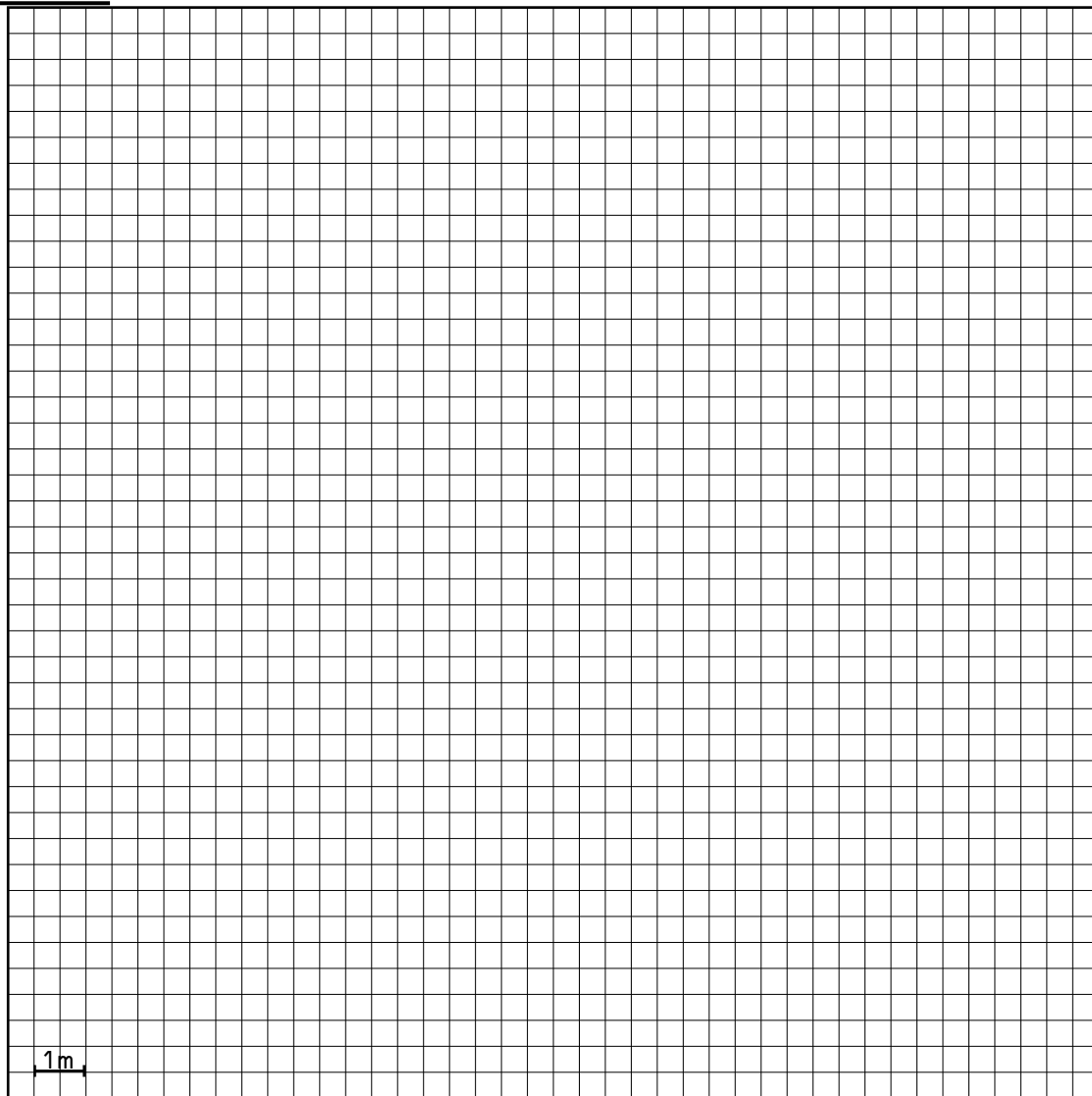
YOUR EXHIBITION SPACE:

The organisers commit to provide a booth to each exhibitor according to the dimensions communicated to them by the exhibitor - limited to 12 linear meters of wall and 30 sqm of surface and taking into account the site's specificities and the general layout of the fair.

The booth is composed of white plasterboard wall with a 3m height and 13 mm width.

It is provided with light, one electric socket and wifi.
Galleries

Please provide a technically detailed booth plan. You may indicate, at least, the length of each wall and the position of electric plugs. Please point to the used faces on each wall with arrows.



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 2025.

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 before the 23rd of March 2025.

FRÆME Production
Friche la Belle de mai, 41 rue Jobin, FR - 13003 Marseille
galerie@art-o-rama.fr t. +33 (0)4 95 04 95 36
www.art-o-rama.fr

PARTICIPATION TERMS AND CONDITIONS

Art-o-rama is produced by FRÆME PRODUCTION SASU for FRÆME, a non-profit organization 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 organizers to supplement these terms and conditions in the interest of the event.

Art.2 - Participation

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

Art.3 - Fees

The exhibitor agrees to pay their application fee before sending their application. The exhibitor also agrees to pay its participation fee upon acceptance of the project 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 except in cases of Force Majeure. 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 organizers.

The organizers commit to provide a booth to each exhibitor ; precise dimensions shall be set up with the exhibitor according to each project. The organizers 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 organizers'. 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 and dismantling are made by the exhibitor.

Art.7 - Sales

Sales are allowed, nevertheless, any artwork withdrawn from the booth shall be replaced by another piece with equal

quality.

Art.8 - Security

The organizers 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

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 organizers from any responsibility in case of fire, breakage, leakage, water damage, or other disturbances, and any other damage not attributable to the organizers or their employees and servants.

Art.10 - Application of the Participation Terms and conditions

The organizers reserve the right to adjudicate at any time on all the disputed cases, or those not foreseen under these Participation Terms and Conditions. The organizers 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 FRÆME, the non-profit structure organizing Art-o-rama.

agreement