

Deadline: the 15th of March 2026

ART-O-RAMA Marseille

International contemporary art fair
Salon international d'art contemporain
28th - 30th August 2026

Art-o-rama is the main international contemporary art fair 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 50 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 and Villa Carmignac among others.

company name

owner

address

city

zip code

country

e-mail

phone

website

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

Criteria of selection:

Art-o-rama's Edition section is exclusively open to galleries and publishers providing an annual activity programme and showing original pieces in limited edition. 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 15th of March, 2026

Publication of results: early-May 2026

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

Application fee :

The application fee is €150 tax-excluded (20% tax) and is non-refundable. The payment is due before 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:

- Galleries and publishers located outside of France but within the European Union are not required to pay VAT if they clearly state their intra-community VAT number on the form (page 1) - Article 283-2 of the French General Tax Code (CGI)
- Galleries and publishers located outside the European Union are not required to pay VAT - Article 259-1 of the French General Tax Code (CGI)

Exhibition fee and booth:

The exhibition fee is €1,600 tax-excluded (20% tax) and includes

- an exhibition space of approximately 15 sqm and 6 linear meters of white plasterboard wall (+ or - 10%) with 13 mm thick and 3 m height
- lighting
- power supply
- wi-fi connection
- dedicated page 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, sound-based works or 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 online from Friday, the 7th of August to Sunday, the 20th of September.

Tick the box if you wish to participate in the Salon immatériel

☐

Any additional equipment will be will charged to the exhibitor.

- additional linear meter: €300 tax-excluded (20% tax)
- electrical plug: €75 tax-excluded (20% tax)
- technical assistant: €250 tax-excluded (20% tax)/half-day- sound and video technical assistance: €300 tax-excluded (20% tax)/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.

Coco beach prize - Artothèque de Villeurbanne

Based on the title of a multiple by David Ancelin, “Coco beach”, 2014, Macumba night club editions, kept in the collection of the art library of Villeurbanne, this new award leads to the acquisition by the Artothèque de Villeurbanne of an edition presented on the show.

The Artothèque de Villeurbanne is located in the Maison du livre, de l'image et du son (MLIS), a municipal media library, in a remarkable building designed by the Swiss architect Mario Botta. Built as part of the Great Works that marked the French cultural landscape during the Mitterrand era, the MLIS opened its doors in 1988.

The application consists of the following items:

- I. A pdf document with:
 1. a presentation text of your 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 / designers for the fair;
 3. images of the pieces with their captions (artist / designer's name, title, year, medium, dimensions or duration, edition, courtesy), or drafts / drawing and descriptions in case of new productions;
 4. any other item you may consider useful for the understanding of your project;
 5. presentation of your activity (1 page maximum);
 6. list of the artists / designers edited;
 7. 2025-2026 programme;
 8. wire transfer receipt for the application fee.
- II. For the website and the printed and digital communication, please provide us with 5 images with caption (artist's name, title, year, medium, dimensions or duration, edition, price, courtesy), jpeg format, 300 dpi, 3000 pixels height and width minimum.

For taking part in the Salon immatériel, send :

1. presentation of each work (1,000 characters maximum)
2. presentation of each artist (1,000 characters maximum)
3. presentation of your activity (1,000 characters maximum)
4. artworks' files, (sounds mp3 / video mp4)
5. the full caption (artist's name, title, year, medium, dimensions or duration, edition, price, courtesy) of each work.
6. contact e-mail_____

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 organizers only, and will entail the entry into force of this agreement.

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

Each exhibitor will receive an exhibitors kit upon final admission to participate in Art-o-rama 2026.

agreement

date and place Stamp 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 15th of March 2026.

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 their 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 fee 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 allocation will be made by the organization according to the projects and needs of the exhibitors.

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 the 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 equal in quality.

Art.8 Image Rights

The exhibitor authorizes the organizer to use photographs of their stand and the works exhibited there for communication purposes, both digital and printed, and in publications produced by the organizer.

Art.9 - Security

The organizer 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 equipment during public hours, set-up, and dismantling.

Art.10 - 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 organizer from any responsibility in case of fire, breakage, leakage, water damage, or other disturbances, and any other damage not attributable to the organizer or their employees and servants.

Art.11 - Application of the Participation Terms and conditions

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

Art.12 - 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

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