

# ARTISSIMA 2025

## PARTICIPATION

### GUIDE



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30 OCT preview — 31 OCT - 2 NOV 2025

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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 with solo projects, 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**).

## 2. WHICH IS THE THEME OF THE FAIR?

OPERATING MANUAL FOR SPACESHIP EARTH is the theme of Artissima 2025. Based on the book of the same title by Richard Buckminster Fuller, published in 1969, this concept urges us to reflect on our presence on Earth, a 'spaceship' entrusted to the collective care of its inhabitants. How can we care for the planet? Fate has left us without instructions, but Fuller recommends getting past the boundaries between disciplines, cooperating from a broader, more aware viewpoint. Great visionaries, such as artists, will open up new routes to understand our role at the helm of Spaceship Earth. Artissima 2025 invites its community – participants and visitors – to contribute to the creation of a Manual to guide our planet in the voyage through the challenges of the present.

## 3. WHEN IS ARTISSIMA?

The 32nd edition of Artissima takes place **from 30 October to 2 November 2025**

**30 OCT:** preview (by invitation)

**31-1-2 NOV:** open to the public

## 4. WHEN IS THE APPLICATION DEADLINE FOR THE FAIR?

Applications must be submitted within 28 April 2025 for the curated sections (Present Future, Back to the Future and Disegni), and within 3 May 2025 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](http://artissima.art) and all the applications can be filled in at [www.artissima.art/login-application](http://www.artissima.art/login-application)

- The galleries which have not participated in the fair 2024 or galleries which have participated exclusively in the curated sections 2024 should follow OPTION A.
- The galleries which have participated in the fair 2024 should follow OPTION B and enter their own reserved area by using their 2024 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 2025 will be easier and quicker. Each gallery will also be able to update its application process visible on [artissima.art](http://artissima.art) until 28 April for the curated sections and until 3 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 2025:

### 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

### 2. Other data:

- insert an image of reference

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- indicate the digital profiles of the gallery
- indicate previous participations at fairs, including Artissima (since 2020)

### 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 2025". 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

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## 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: 3 May 2025**

**Deposit fee to be paid by 3 May 2025: 2.000,00 Euro**

BOOTH TYPOLOGY:

**XS:** 24/30 sq.mt. (reduced cost only for galleries that participated in the **New Entries** section in 2022, 2023 or 2024)

**S:** 32/40 sq.m

**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 64 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: 3 May 2025**

**Deposit fee to be paid by 3 May 2024: 1.000,00 Euro**

BOOTH TYPOLOGY:

**XS:** 24/30 sq.mt.

**Possible booth sharing with a minimum space of 48 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 3.000,00 Euro assigned during the Fair to cover part of the booth cost.

**Deadline: 3 May 2025**

**Deposit fee to be paid by 3 May 2025: 1.000,00 Euro**

BOOTH TYPOLOGY:

**XS:** 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: 3 May 2025**

**Deposit fee to be paid by 3 May 2025: 1.000,00 Euro**

BOOTH TYPOLOGY:

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

**XS:** 20/30 sq.mt.

**S:** 32/40 sq.mt.

All the deposits will be returned, should be the gallery not be selected, deductes of 450€ + 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 3 May 2025**. 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
- Guido Costa, Guido Costa Projects gallery — Torino
- Emanuel Layr, Layr gallery — Vienna
- Francesco Lecci, Clima gallery — Milano
- Antoine Levi, Ciaccia Levi gallery — Paris, Milano
- 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: 28 April 2025**

**Deposit fee to be paid by 28 April 2025: 1.000,00 Euro**

BOOTH TYPOLOGY:

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

### ▪ **BACK TO THE FUTURE**

Back to the Future presents monographic exhibitions by pioneers of contemporary art who explored diverse methods and possibilities of communication between the 1940s and 1990s. Themes include language as a medium, cybernetics, human-machine interactions, and early media experiments, alongside critical reflections on the conditions and limitations of communication.

**Deadline: 28 April 2025**

**Deposit fee to be paid by 28 April 2025: 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: 28 April 2025**

**Deposit fee to be paid by 28 April 2025: 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 450€ + VAT if due.

## 11. HOW ARE GALLERIES SELECTED FOR THE CURATED SECTIONS?

The selection is made on the submitted materials to be sent within **28 April 2025** 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, Performance Curator, Mudam, Luxembourg
- Joel Valabrega, head of Programs and Curator, Galeria Municipal do Porto, Porto

### Back to the Future curators:

- Jacopo Crivelli Visconti, director, Albuquerque Foundation, Sintra
- Heike Munder, independent curator and writer, Zurich

### Disegni Curator:


- Irina Zucca Alessandrelli, curator Collezione Ramo, Milano

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

International galleries that want to take part in Artissima 2025 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](mailto:giuditta.zaniboni@artissima.it)

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

## 13. 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 (Art. 3.3 of the General Conditions of Participation) 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](mailto:application@artissima.it)

## 14. 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 head of Programs and Curator, Galeria Municipal do Porto, Porto

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.**

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

The result of the selection will be announced within **May 2025** for curated sections and **June 2025** for flagship sections.

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

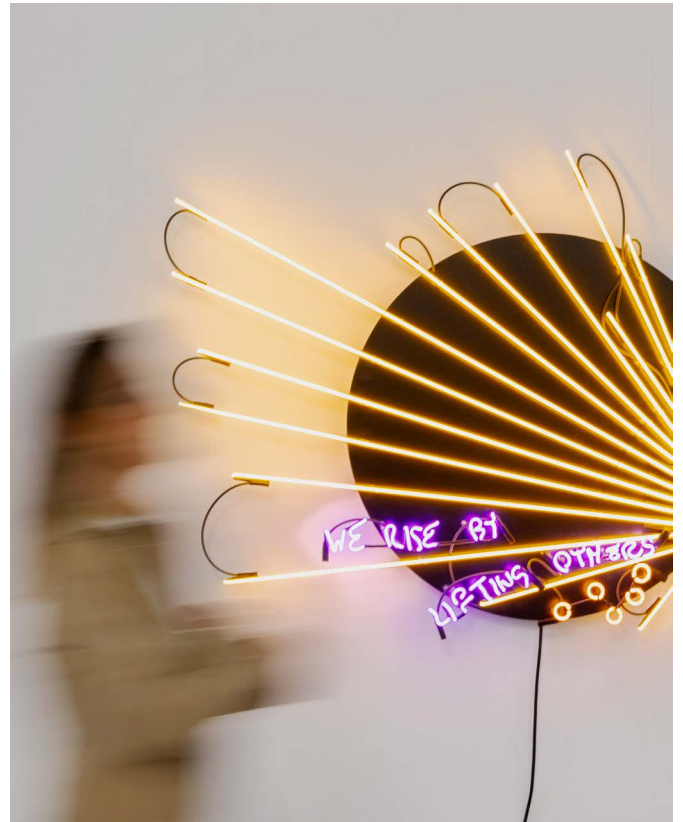
Once received the application deposit fee, Artissima will send a receipt which validates the received amount. Should **the application not be accepted** by the Selection Committee, the deposit will be refunded via bank transfer. The Organizer will retain 450,00 Euro + 22% VAT if due, for operational 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 deducted from the total amount due for the booth.



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