

## **APPLICATION GUIDELINES**

### **INTRODUCTION**

MEGA Art Fair is a new and revolutionary contemporary art exhibition and fair format in Milan. It's an experience, a gathering place, a different way to engage with art in its true meaning. Artworks are presented as a curated exhibition, complemented by an engaging programme of performances, events and talks extending into the evening. Quality food and drink by on-site restaurants and bars complete the offering, making MEGA the place to be and to meet during the art week in Milan. MEGA doesn't believe in booths and sections: artworks are exhibited in dialogue with each other and the space.

A vast public programme, a calendar filled with performances, conferences, and musical events, a book stand with magazines and both independent and academic publications, curated performative interventions are allowed to intersect at MEGA, creating a shared platform for collectors, art professionals and the city.

### **GENERAL APPLICATION CRITERIA**

#### **WHO CAN APPLY?**

MEGA aims to give an alternative narrative to the consolidated art fair dynamics: for this reason, MEGA is inclusive and open to the participation of not only galleries but also project spaces, curatorial projects, and art collectives.

#### **Participants:**

- Should have an outstanding artist program and unique vision or thematic focus reflecting a deep understanding of contemporary art and the cultural context it operates within.
- Should be dedicated to discovering and promoting young, emerging or underrepresented artists and building and maintaining strong, supportive relationships with the artists they represent.



## **GENERAL GUIDELINES**

### Participants:

- Should select one of the packages listed below
- Can submit artists to be part of the public programme in addition to the standard participation
- Galleries applying to the public programme can access any equipment available on-site. *The gallery will cover any cost of production and/or use of equipment that is not available on-site. The complete list is available upon request.*
- In case of incomplete documents, missing images, failure to pay the application fee or any combination thereof, the MEGA's committee reserves the right to dismiss the application

## **BENEFITS & SERVICES**

By participating in MEGA, the gallery receives the following services and benefits.

- MEGA is responsible for curatorship, exhibition design and setup, installing materials and art handling.
- MEGA will cover basic installation costs except for particular requests to be assessed on a case-by-case basis.
- MEGA will oversee invigilation, security services, and general public reception.
- MEGA's team will be available to guide collectors and visitors, introducing artworks and artists' practices. Galleries' constant presence is not required, although it is encouraged, as it makes a difference in the success of MEGA, which aims to help galleries foster new connections with prospective clients.
- MEGA will cover onsite insurance.
- MEGA will provide installation views and pictures of the opening day.
- Free Wi-Fi access in the fair hall
- Online showcase of the artist(s) exhibited at the fair on MEGA's website
- International VIP outreach to MEGA's network of collectors, curators, critics and professional visitors.
- Unlimited number of VIP e-tickets for the gallery's network.
- Public and press outreach
- Advertisements featured in international art magazines alongside prominent displays in Milan.



*Mega is currently working on hospitality packages, opening dinners and special discounts to offer to galleries and their collectors.*

- Galleries will bear shipping costs.
- Galleries will retain 100% of sales.

### **PARTICIPATION FEE PACKAGES**

MEGA keeps its participation costs reasonable to encourage risk-taking thus allowing to present a selection of artworks at the forefront of contemporary practices.

Fees for participating in MEGA are based on a graduated pricing scale and divided into four packages.

#### **Application fee**

All applicants must pay a one-time application fee. The fee is payable per gallery and not per project proposal.

250 Euro + VAT (if applicable)

Non-refundable in case the gallery is not selected.

#### **Participation Fee Packages**

Participation fees for MEGA follow a tiered pricing structure divided into 4 packages.

- SUPER Package: 2 artworks/small corner 2000 Euro + VAT (if applicable)
- EXTRA Package: 4 artworks/medium corner 3500 Euro +VAT (if applicable)
- ULTRA Package: 6 artworks/big corner 5000 Euro + VAT (if applicable)
- MEGA Package: more than 6 artworks/ entire rooms or particular artwork sizes are subject to case-by-case conversations.

Galleries can also apply to submit artists' proposals for the public programme without any extra fee.

*The gallery will cover any cost of production and/or use of equipment that is not available on-site. The complete list is available upon request.*



Info@megaartfair.com  
megaartfair.com

## **TERMS & CONDITIONS**

- The gallery will cover the costs of production and technical devices and support required.
- Payment should be made in full by 30th March 2025.  
*If payments are not made on time, the fair's management reserves the right to deny the gallery entry to the fair.*
- *Upon request it will be possible to arrange payment in two instalments, but full payment will be required by 30th March 2025*

## **APPLICATION PROCEDURE**

Galleries must apply by submitting the application form document, links to a drive folder with the required materials and proof of evidence of the payments. Please apply before 15th February 2025. Please submit the application documents in English.

Please complete the application documents as concisely and informatively as possible. The committee reserves the right to dismiss an application based on incomplete documents, missing images, failure to pay the application fee or any combination thereof.

## **PAYMENT METHODS**

The following payment methods are allowed:

Bank transfer (the applicant must pay the transfer costs, and the transfer confirmation should be enclosed within the application documents). The gallery's name must be clearly stated as a reference for all transfers.

Mega Art Fair Ltd  
IBAN: GB78REVO00996994657949  
BIC/SWIFT: REVOGB21

For further information, please contact MEGA Art Fair's team at info@megaartfair.com.  
Please do not add this email address to your newsletter mailing list.

