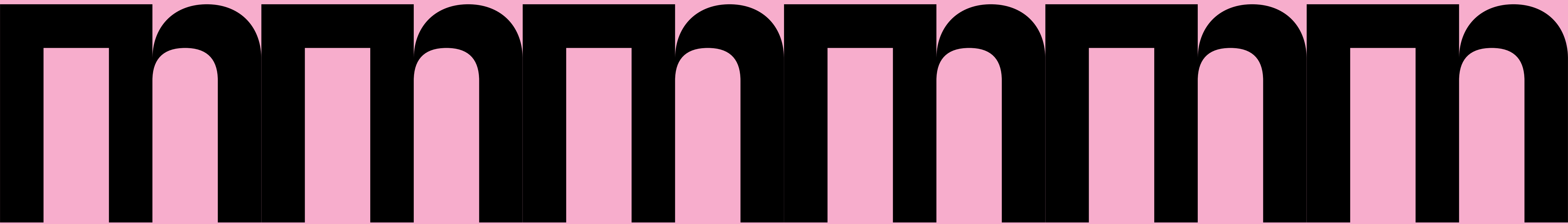


m m m m
mega art fair

2025

EDITION



mega art fair

Is thrilled to announce the launch of the Call for Applications for its second edition, which will take place in Milan from **Wednesday, April 2nd, to Sunday, April 6th.**

MANIFESTO

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 art fair aims to give an alternative narrative to the consolidated gallery exhibition and art fair dynamics in terms of time and space. It wants to create a shared platform, an artistic lounge for encounter and socialisation within the art system, encouraging opportunities for work and dialogue between collectors and art world professionals. MEGA has been conceived by BeAdvisors Art Department and Mattia Pozzoni Art Advisory as a social space for art, where people gather to chat, have a drink, listen to music and talks, connecting artists, gallery owners, and curators with the audience.

Open until late every day, MEGA provides an exceptional experience, leveraging a moment of visibility for the exhibited artists, the participating galleries and the whole artistic and creative system. The extended opening hours also speak of the inclusion of broader demographics compared to traditional art fair and exhibition models, allowing art to reach audiences who haven't been engaged in the right way.

mega

art

fair changes its venue every year, inhabiting a reclaimed space and contributes to revitalising an urban redevelopment project in the heart of Milan, working closely with the neighbourhood and its inhabitants.

FORMAT

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. The concomitance with the Art Week in Milan makes MEGA the perfect destination for social meetings in the art industry after visits to the other fairs or shows and, more generally, the ideal event venue throughout the week.

mega

2024

the

first

edition

In April 2024, during the Art Week in Milan 2024, for its first edition, MEGA had found its home in the Scalo of Porta Genova, contributing to revitalising an urban redevelopment project in the heart of Milan and working closely with the Tortona–Navigli district and its residents. The 17 participating international galleries included König gallery, emerging Milanese talents like L.U.P.O. and F2T, as well as rising stars from London such as Harlesden High Street and Nicoletti.

Galleries participating in MEGA 2024

A-topos'

Bebe Leone Art Advisor

Cable Depot

Canopy Collections

Des Bains

F2T

Kali Gallery

König Gallery

Lunetta11

L.U.P.O. – Lorenzelli Projects

Monti8

Nicoletti Contemporary + Harlesden High Street

Romero Paprocki

Studio West

Super Dakota

Paris – Marseille

Roma – Dubai

London

London

London

Milano

Lucerne

Berlin – Mexico City – Seoul

Torino

Milano

Roma – Latina

London

Paris

London

Brussels

Press Links

GIORNALE DELL'ARTE [LINK](#)

THE ART NEWSPAPER [LINK](#)

ARTRIBUNE [LINK](#)

ARTRIBUNE 2 [LINK](#)

EXIBART [LINK](#)

CURATORIAL AFFAIRS [LINK](#)

ARTFAIRMAG [LINK](#)

PARMESSE [LINK](#)

ARTEDOSSIER [LINK](#)

mega

2024

the

first

edition

MEGA prides itself of having hosted a dedicated acquisition prize for 2024 Edition: the Collezione Scarzella Acquisition Prize.

Born out of a passion for collecting contemporary art and a drive to support the latest artistic productions, the Scarzella Collection took shape in 2011 in Milan, where it is still based, at the behest of Giovanni Scarzella and Camilla Previ.

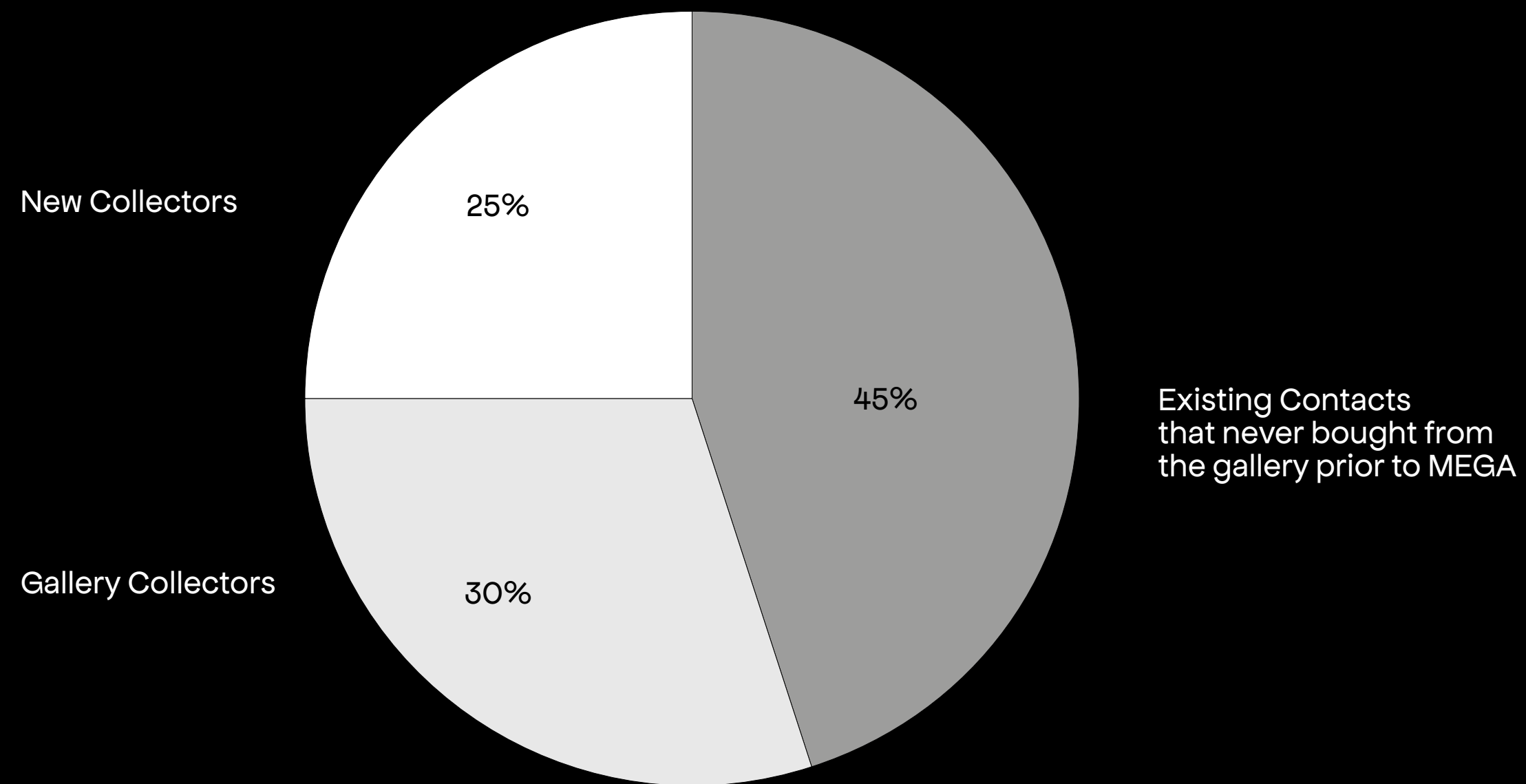
Primarily consisting of works by Italian and international artists—with a precise focus on emerging artists under forty and significant mid-career figures—the collection has developed and enriched over time following a path that includes conceptual and pictorial works, as well as drawing and sculpture.

The acquisition prize jury included Giovanni Scarzella and Camilla Previ from the Scarzella Collection, along with curator Giovanna Manzotti and Vincenzo Di Rosa, Editor-at-large of Flash Art Italia. Up to 12,000 euros was allocated for the prize.

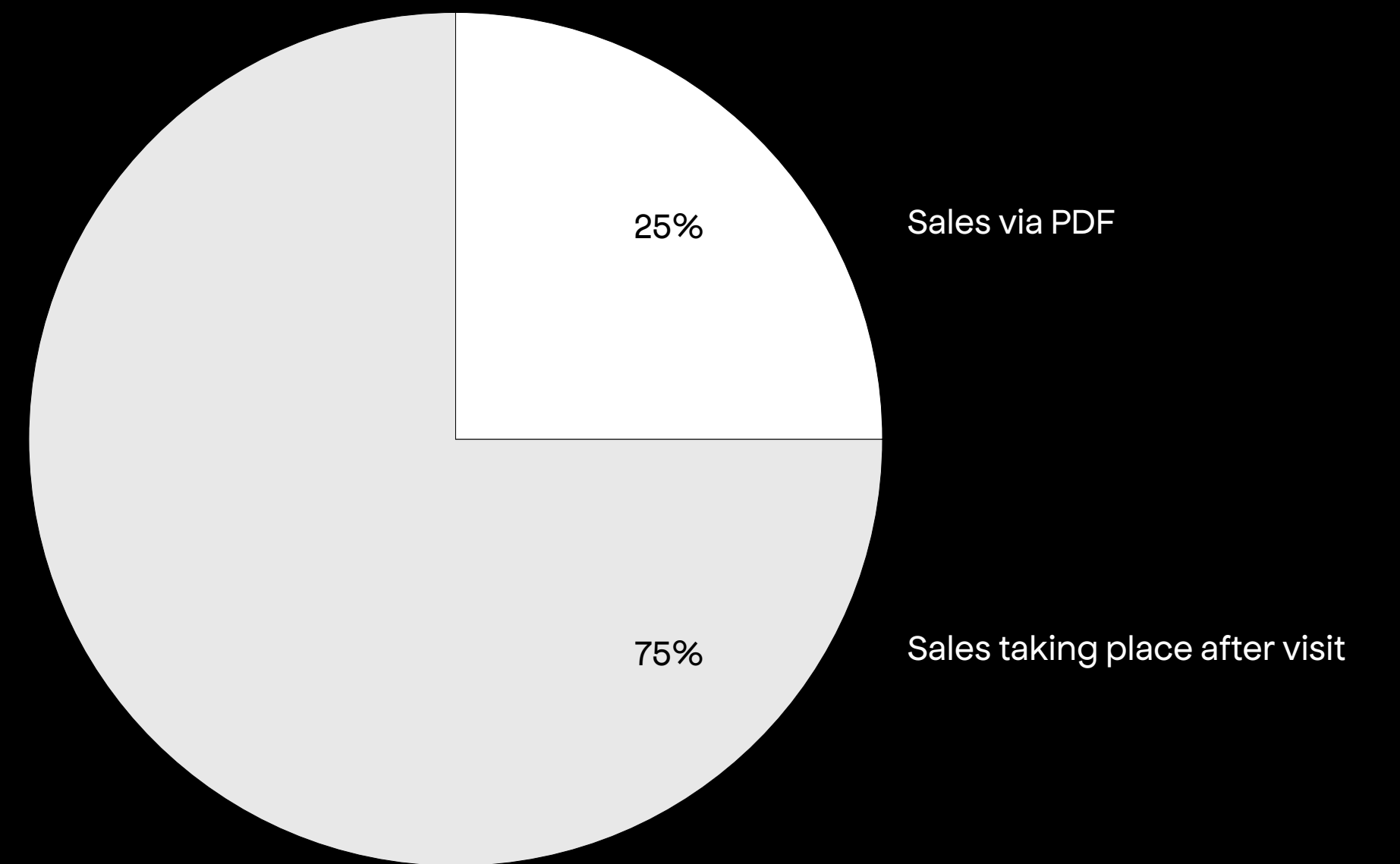
The inaugural Collezione Scarzella Acquisition Prize Award was awarded to Kai-Chun Chang for his work 'Distant Lights', 2024 (Romero Paprocki Gallery – Paris).

STATISTICS

SALES BY COLLECTORS TYPE



SALES BY ATTENDANCE



DATES

FAIR DATES
Wednesday 02.04.2025 –
Sunday 06.04.2025

INSTALLING
Monday 31.03.2025 –
Tuesday 01.04.2025

DEINSTALLING
Sunday 06.04.2025 –
Monday 07.04.2025

APPLICATION DEADLINE
Saturday 15.02.2025
12 am CET

APPLICATION CRITERIA

WHO CAN APPLY?

fair 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.

BENEFITS

SERVICES

BENEFITS

A broader public & new collector base

Increased exposure

→ POTENTIAL OF HIGHER SALES

→ MORE COMPREHENSIVE NETWORK OF POTENTIAL FUTURE BUYERS

Collaboration and interaction between
the participating galleries

An undiscovered environment
for art collectors

A social space open to everyone

A shared platform

→ NEW ENCOUNTERS AND RELATIONSHIPS

A meeting point for the entire city

Public programme
and all the food and beverage services

→ NEW RELEVANT AUDIENCES

SERVICES

- MEGA is responsible for curatorship, exhibition design, logistics, 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.

SERVICES

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.

FEEES

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.

ADDITIONAL SUPPORT

MEGA is renovating its partnership with collectors and art institutions as well as private foundations to foster acquisition prizes that can support and promote artists' practices.

MEGA allows galleries to access a broader public and a new collector base. This increased exposure can result in higher sales and secure a more comprehensive network of potential future buyers.

Collaboration and interaction between the participating galleries will be fostered and provide access to a previously undiscovered environment for art collectors.

Full application guidelines are available upon request
by emailing info@megaartfair.com
and on our website www.megaartfair.com

