



“FIBER ART SPOT”

ALPHA DISTRICT - Milan Design Week 2021

The 60th edition of the Salone Internazionale del Mobile will be held from 5 to 10 September 2021. For the occasion Alpha District, belonging to the circuit of Milano Design Week, under the artistic direction of FORO Studio, entrusts Gabriella Anedi, founder of the contemporary art gallery FiberArtAnd, with the curatorship of the project "Fiber Art Spot", to promote the knowledge and diffusion of fiber art and of the artists who work, exclusively or predominantly, with flexible materials, natural and artificial fibers.

PARTICIPATION REQUIREMENTS

The proposed products must meet the selection criteria of Gabriella Anedi, who will curate the exhibition according to the values and mission of the contemporary art gallery Fiber Art And. The Gallery was founded in 2008 with the aim of promoting the knowledge and dissemination of fiber art and artists who work exclusively or predominantly with flexible materials, natural and artificial fibers.

More information on www.fiberartand.com

Artists, designers, craftsmen and brands can participate in the selection process by submitting their productions and self-productions.

The selection of the participating products will be carried out by a commission chaired by **FORO Studio and FiberArt And**.

EXHIBITION SPACE

Only the selected designers will receive specific communication in which they will find the request to pay the fee, which will vary according to the size of the product proposed:

- SIZE L (1 sqm):** 1.750,00 € + VAT for a space shared with other brands.
- SIZE M (½ sq m):** 875.00 € + VAT for a space shared with other brands.
- SIZE S (¼ sq m):** 440.00 € + VAT for a space shared with other brands.

or:

- CATTEDRALE A:** 5,650.00 € + VAT for a non-shared cathedral and exclusive communication package.

PLEASE NOTE: Individual quotations are available for sizes larger than **CATTEDRALE A**.

Costs include: **rental of exhibition structure; set-up consultancy; colophon describing products and author/company references with dedicated Qr code; public land occupation costs; standard lighting; a chance to participate in other activities of Alpha District; promotion and communication on the web and social channels; pin on the map; dedicated article in the magazine.** (see page 8 "Alpha District_Fiber Art Spot.pdf").

With "Fiber Art Spot" the selected designers will also benefit from the visibility offered by the gallery Fiber Art And.

All participants will have visibility during the Fuorisalone week. Also on the web (www.alphadistrict.it); social networks; press office activities; and district's partners. The selected participants will be notified within **30th June 2021** by e-mail. The e-mail will indicate the deadlines and details for payment of the participation fee and the schedule for sending the selected products to allow adequate preparation for the exhibition.

ALPHA DISTRICT
info@alphadistrict.it
www.alphadistrict.it

Alpha District is
a project by **FORO Studio srl**.

Art Director:



Curator:

**FIBER
ART
AND**

Prot. AD210905FIB
Prog. FIBER ART SPOT

INFO

For information, please send an e-mail to fiberartand@gmail.com

COMMITMENTS AND RESPONSIBILITIES OF THE PARTICIPANT

By sending the application form, the participant undertakes to:

- a)** fully accept the content and conditions of the regulations;
- b)** declares and guarantees the paternity and originality of the project and the ownership of copyrights. As well as declare that the design of the work and the materials are not encumbered by the rights of third parties, failing which he/she shall present suitable authorization and release from the rights holders;
- c)** declare that he/she accepts all the decisions of the competent organs and the commission, recognizing them as unchallengeable and unquestionable, and non-challengeable in any forum;
- d)** authorizes the photographic reproduction and publication of the products; the use of the registration documentation, even partially, directly, or through third parties; on the condition that it will be used concerning the event, for the communication activities of the event and possibly for inclusion in the press folder for publication in magazines and web magazines in the sector. Nothing is owed, except for the duty to cite the author(s) in all phases publicizing the event;
- e)** also authorize the use of their image and projects;
- f)** joining the event participants consent to the processing of personal data and all related activities. The data will be processed only for the purposes connected with and instrumental to the event under art. 13 of Legislative Decree 196/2003;
- g)** to be responsible for one's own exhibition space and objects: any damage will be charged to the same. The organization of the event and competition is not responsible for the insurance coverage of the works, and the setting up of the single stand during the event, nor for the transport or safekeeping of the objects;
- h)** under and for art.1341 et seq. of the Italian Civil Code, accepts these regulations.
- i)** the ownership of the submitted projects remains solely with the individual owners.
- l)** shipping and collecting costs (including packaging) will be borne by the individual owners of the goods.

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APPLICATION FORM

TERMS AND CONDITIONS

To apply, please send an e-mail to info@alphadistrict.it with the subject “Fiber Art Spot”.

- This form completed in all its parts;
- Copy of a valid identification document;
- No. 3 high resolution photos per project you intend to exhibited during MDW 2021. At least one of which must be on a white background.
- Maximum one folder description for each product.

ALL MATERIALS MUST BE SUBMITTED NO LATER THAN 31 May 2021, at 24:00 CET.

The selected participants will be notified by 30 June 2021 by e-mail.

Alpha District reserves the right, in the case of rejection of the application for the “Fiber Art Spot” project, to propose possible alternatives within the Alpha District locations.

NAME and SURNAME _____

PALCE and DATE OF BIRTH _____

ADDRESS _____

CITY _____

Region/State _____

Zip. _____

NATIONALITY _____

COMPANY NAME (if applicable) _____

VAT. _____

E-MAIL _____

WEB SITE (if applicable) _____

TELEPHONE _____

I DECLARE THAT I HAVE READ THIS CALL FOR EXHIBITION SELECTION NOTICE AND THAT I ACCEPT IT IN ITS ENTIRETY

Place and Date _____

Signature _____

ALPHA DISTRICT
info@alphadistrict.it
www.alphadistrict.it

Alpha District è un progetto di **FORO Studio srl.**

Art Director:



Curator:

**FIBER
ART
AND**

Partners of
Alpha District:



archiproducts
MILANO



Flamingo



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