

Guidelines for the making of a Paratissima event



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To join the network, every event must be: 1) **inclusive**; 2) **focused** on the emerging artists and creative talents needs; 3) economically **sustainable**.

Every Paratissima event must share our international goal that is **to foster and help emerging artists and talents** to improve their skills, to exhibit their artworks, to join an international network, to transform Europe into a effective common space of growth and knowledge.

The points you can't miss!

Paratissima must be:

Inclusive

*Focused on emerging artists
and creative talents*

Economically sustainable

What kind of event is expected?

Paratissima is an 3/5 days long event consisting in a **public exhibition of artworks** open to every artist or creative talent, especially the emerging ones, with **no selection**.

The **atmosphere** must be peculiar : warm and cosy, entertaining and interactive, closer to a party where you can have good time than to a art exhibition. This means that live artistic and music performances are welcome during the event, as well as meetings, workshops, drink and food happenings, and so on...

What makes Paratissima peculiar is:

An exhibition of art and creative works

No selection for artists and creative talents

The overall atmosphere

Which kind of location?

There isn't any limit or condition for the choice of the location... in 12 years Paratissima has been organized in **quite different spaces and sites**, both in Italy and Macedonia: empty apartments, abandoned buildings, spaces under construction, parts of the city (streets, squares, quarters, etc.) under a process of urban regeneration, and so on. You can check the history of Paratissima Torino to have an overlook on the different kind of locations used in the first eleven years of our life!

About the location:

Make the event wherever you like!

How many artists should be involved?

No need to reach immediately a big size, similar to what Paratissima is now: in Torino our event has about 600 artists but at the very beginning the participants were only seven! Paratissima Skopje started with 25 artists (now they are more than one hundred).

The size of the event - in relation with the number of artists involved - is not important. It's better to take care of the **quality**, not of the quantity.

About the size:

Don't mind the number of artists you reach but the quality of the event and of its design.

Timing of the event

In order to avoid the overlapping of events throughout the year, the new events shouldn't be set in November (Paratissima Torino), June (Skopje) and July (Lisbon).

The duration of the event could vary from 3 to 5 days. For the first experience, we recommend a 3 days long event, from Friday to Sunday.

About the timing:

Whenever you like but avoid overlapping with existing Paratissima events;

The events can last only a weekend.

Who can apply for the making of an event?

Every NGO or “no profit organization” preferably **with no more than 3 years of life** and whose **mission** concerns the promotion of emerging creative talents and artists.

At the very beginning, you could also be only an informal group of people but, later on, you will be obliged to get some legal identity for the use of Paratissima mark.

No profit organizations and NGOs whose mission concern the support to artists and creative talents.

What Paratissima gives in return?

So, what is the added value brought by Paratissima? First of all, that your event is **immediately in a international network** and, as a consequence, gets some **benefit** such as: 1) **visibility** and communication at international scale; 2) give you the **chance to select** some artists of your event and bring them to exhibit in Torino, Skopje and Lisbon; 3) your event can be enriched by the **presence of foreign artists** coming from the other countries involved in the Paratissima network (52, at the moment); 4) you can get **for free** some tools and services offered by Paratissima International **such us:**

Tools and services for free:

*On line registration system
and web services;*

*Technical and
methodological assistance
from the Paratissima staff,*

*Support in fundraising
strategy.*

What does Paratissima give in return?

If you're interested in setting up an event and join the Paratissima network, there are few steps to follow:

A) send us a proposal with a **detailed description** of your project (see the following slide)

B) Meet us **during** one of the Paratissima events

C) Work with us in order to organize the event in your Country!

Steps to follow:

Send;

Meet;

Share and do;

What kind of information we need?

A. **Description of the context** where the event is supposed to be set: is it an urban context? Or a rural one? What about the local contemporary art system? Is it strong or weak? Local or international? Which are the chances for local emerging talents to growth and work in an international framework? Etc.

B) **Description of the location** you will use or you think to do so: where it is located, size and dimensions, costs, availability, etc.

The context: which relation with the territory and the local contemporary art system?

The location: where Paratissima is going to be?

What kind of information we need?

C) **Timing** of the event: when you're planning to set it? Beware of the other already existing events and mind not to be overlying them!

D) **Overall estimated budget**, with a description both of the expenses and revenues. Remember that **a fee must be always requested to artists and creative talents** who want to participate in the event: a cheap one, of course, but mandatory. The amount of the fee is up to you, in relation with the spending power and disposable income of artists in your Country.

*Timing of the event: when?
how many days?*

*The budget: mind the
sustainability!*

Get in touch with us!

Send us your project at
contact@paratissima.international

And share with us a new challenge!