

**23 > 25  
OCT.  
2020**

# **1<sup>ER</sup> SALON INTERNATIONAL DE L'ART CONTEMPORAIN**



**PARC EXPO  
AVIGNON**

**VENTE DIRECTE PAR LES ARTISTES**

## **INFORMATIONS**

**Ève Genre, Fair Organizer**

Association Galerie Phocéa

13 Hameau du Mitan 13013 Marseille - France

Tél. : +33 4 84 18 41 93 - Port. +33 6 08 52 61 41

Mail : [galeriephoceas@galeriephoceas.com](mailto:galeriephoceas@galeriephoceas.com)

(Ass. Loi 1901 non assujettie à TVA - Siret N° 41945318800023 - APE N° 9003A - Maison des Artistes N° 1699370)

For any further information  
in english, please contact  
us only by e-mail to

[e.genre@galeriephoceas.com](mailto:e.genre@galeriephoceas.com)



[www.siac-avignon.com](http://www.siac-avignon.com)

Dears Exhibitors,

Based on the success of the SIAC® in Marseille for 20 years, well-known for the great selection of artworks and artists, for the quality of its organization, the SIAC® is setting up for the first time in the city of Avignon in order to meet a strong demand from artists. Therefore, from the 23<sup>rd</sup> to 25<sup>th</sup> of October 2020, professional artists and art lovers will gather at the Expo Park for 3 days of art fair, animated with the same passion, the same spirit and the will to create an annual meeting.

I offer you to be present at the new SIAC® AVIGNON and I will welcome you with pleasure for this first edition. A new challenge to live together !!!!

- If you have been selected for the SIAC® MARSEILLE 2020 and if your artistic line is identical, it is not useful to submit an application file. Your participation will be retained automatically.
- You will find on the back of the brochure, the project of the set up of the stands. By registering quickly, you will have the choice of your stand and you will be able to modulate its surface.

Nothing is definitive and a stand of 6m<sup>2</sup> can be transformed into 8m<sup>2</sup>, 10m<sup>2</sup>, etc ... and the opposite is also possible. For any specific request or project, do not hesitate to make a copy of this plan with the amendments to bring and please attach it to your registration file. I will take into consideration the date and time of sending your stand reservation if it is sent by email or the postmark if sent by email (in the case of several requests for the same stand).

I remain of course your unique contact and I am at your disposal for any additional information !

Cordially,

**Ève Genre**  
*The Fair Organizer*

## The city of Avignon

Located at the border of both departments of Gard and Bouches-du-Rhône, near the cities of Orange, Nîmes, Arles and Salon-de-Provence, Avignon has all the assets of a touristic and cultural metropolis. Nicknamed the «City of the Popes», it is currently the largest city and the first administrative city of the department of Vaucluse.

### An extraordinary architectural heritage

The Palais des Papes, the Avignon bridge and the ramparts are listed as UNESCO world heritage sites. It is one of the rare French cities to have preserved its ramparts and its historical center, composed of the Palais des Papes, the episcopal ensemble, the rock of the Doms and the bridge of Avignon.

### A live performance (theater - music - dance) unpublished

Capital of the summer theater with the «Festival d'Avignon» and the «Festival off», Avignon has a large number of permanent companies that maintain the cultural abundance of the city. The fame of its festival, the largest in the world and a real artistic and cultural showcase of the city, has greatly exceeded the French borders.

# The SIAC® AVIGNON

## from Friday, the 23<sup>rd</sup> to Sunday the 25<sup>th</sup>

The visit course remains the «specificity» of the SIAC® will be respected : ALL stands are seen, without exception. With this unique layout, the SIAC® AVIGNON offers an optimal comfort of reading works for the public who discovers the stands in peace and an assurance for the artists to be visible in every point of the show.

### Reception and installation of exhibitors

**Thursday, October 22, from 2 pm to 8 pm**

Dismantling: **Sunday, October 25, 2020** after the evacuation of the public, around from 7:15 pm to 7:30 pm and until 11 pm. All spaces must be vacated no later than midnight for technicians to dismantle at night.

### Public reception

**Friday** from 10 am to 22 pm  
at night

**Saturday** from 10 am to 8 pm  
**Sunday** from 10 am to 7 pm



# Le Parc des Expositions

At the heart of the South-East, **le Parc des Expositions** at 800 Chemin des Férons in Avignon, is at the crossroads of 3 regions : Provence Alpes Cote d'Azur, Languedoc-Roussillon Occitanie and Rhône-Alpes. The site reaches more than 2 million people within an hour drive.

Close to the airport, **le Parc des Expositions** is located in a **dynamic environment**, close to two poles of competitiveness: Pegasus for aeronautics and Agroparc, a major European technology park for development

## Accessibility



### By car

At the exit of the Avignon Sud motorway, le Parc des Expositions has 2 large independent outdoor car parks: for visitors (free) as well as for the exhibitors of the SIAC® (also free and private).

GPS coordinates 43 ° 54'31"N - 4 ° 53'43"E.



### By train

Avignon TGV station is 15 minutes from the city center and 30 minutes from Marseille. 1 hour from Lyon and 2 hours 38 from Paris Gare de Lyon. Shuttle buses and taxis.



### By plane

3 airports nearby:

- Marseille Provence 45 minutes from the city center by the A7 motorway and 25 minutes by TGV (Mediterranean TGV station Aix-Vitrolles) + shuttle
- Avignon Caumont 10 minutes from the city center, specialized in business aviation
- Nîmes Arles Camargue 30 minutes from downtown by the A9 motorway.



## Le Hall A

Prestige building of the Parc des Expositions, this lobby, which looks like a marquee, has an exceptional laminated timber frame with a ceiling height of 3.20 m to 15.75 m. This large space, without a post, will host the SIAC® AVIGNON on more than 3,000 m<sup>2</sup>, heated and fully carpeted, with an indoor / outdoor dining area if the weather permits.

The box office and invitations will be held outside the lobby, at the entrance of the esplanade and will be completely independent of the show. Under 2 tents garden, security officers will welcome visitors at the entrance but also at the exit for verification of works sold and recovery of exit certificates. This will allow a more fluid visit of the SIAC® and in peace.



Photo montage

## Communication plan

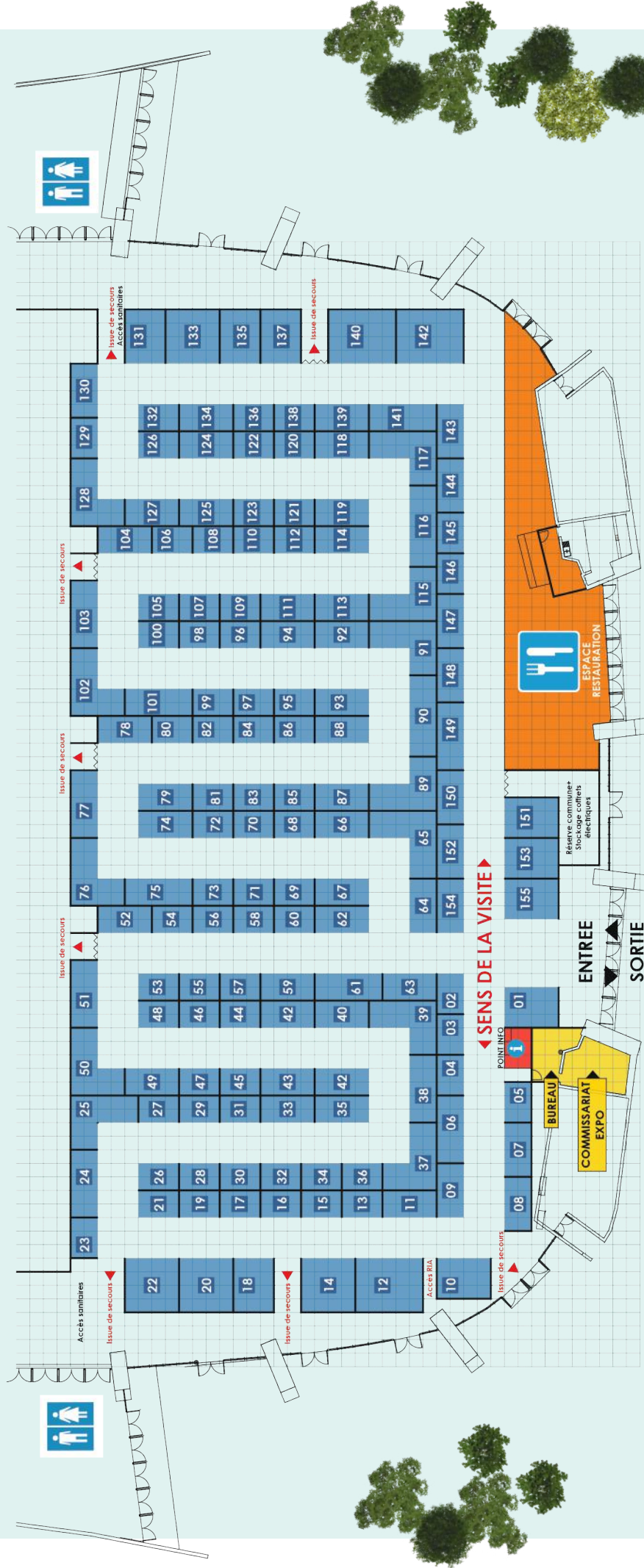
*Non-exhaustive list and in negotiation with the various partners and the municipality*

- **Signage at the entrance** to Hall A (1.50 x 4.50)
- **6 4x3 posters** / around the Parc des Expositions
- **360 posters** 4 x 3 and Mupi  
Vaucluse : Le Pontet, Avignon, Orange, Bollène, Pierrelatte, Carpentras, Isle-sur- la-Sorgue, Monteux...
- Gard : Nîmes, Bagnols-sur-Cèze...

- Bouches-du-Rhône : Aix-en-Provence, Châteaurenard, Miramas, Salon-de-Provence, Arles, Tarascon, « les Alpilles »...
- **10,000 advertising flyers**
- **20,000 invitations**
- **2,000 catalogs**
- **Press releases and press kit** sent to the various media by the SIAC® AVIGNON Press Attaché

- (print, radio and visual press)
- **Referencing on different websites** (specialized and general)
- **Creation of a website** SIAC® AVIGNON + social networks
- **Collaboration with the Avignon Tourist Office** and other partners ...

# Stand layout project



**Legend**

□ = 1 m<sup>2</sup>