

**ARGILLA ITALIA 2020**  
September 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup> 2020  
7<sup>th</sup> edition

**APPLICATIONS OPEN FOR THE MARKET FAIR**

The seventh edition of **Argilla Italia**, International Ceramics Festival & Market-Fair, will take place in Faenza, next September 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup>, 2020.

Applications for the market fair shall be submitted by next **January 10<sup>th</sup>, 2020**.

**Argilla Italia**

Argilla Italia, International Ceramics Festival & Market-Fair is held every two years in Faenza (Italy) during the first weekend of September. Since the first edition in 2008, the city of Faenza welcomes ceramists, artists and professionals, in a long weekend dedicated to Ceramics. Argilla Italia offers visitors the chance of a pleasant walk along the **streets of the historic centre of Faenza**, to discover the **international exhibitors** (over 25 countries were represented in Argilla Italia 2018), displaying their **best ceramic production**, ranging from art, to sculpture, design, furniture, home decor items and fashion accessories. Besides the market, the Festival features many cultural events, like the *Mondial Tornianti - Worldwide Potter's Wheel Championship*, exhibitions, night shows with spectacular open-air firings, workshops for children and artistic workshops. Argilla Italia has proven to be a leading festival of Ceramics in Europe: a **rendezvous of great attraction for the public**, as well as an important moment **for exchange among the operators of the ceramic system** and a unique opportunity to network internationally. **The context is Faenza**, a city whose cultural identity is strongly related to ceramic production, which still today represents a reference in Europe and worldwide: Faenza is one of the most renowned centres for majolica in the world, from which the name **Faiences** originates.

**Argilla Italia 2020: technical info**

- The 2020 edition of Argilla Italia will host around **200 ceramists as exhibitors** in the market-fair, in the town centre of Faenza. In addition, technical and institutional exhibitors will be present (retailers of tools and equipment, associations, galleries, schools, institutions, press).
- The **opening hours of the market-fair** will be the following:
  - Friday 4<sup>th</sup> September 2020, from 4pm to 10pm
  - Saturday 5<sup>th</sup> September 2020, from 10am to 10pm
  - Sunday 6<sup>th</sup> September 2020, from 10am to 8pm
- As in the previous editions, only ceramists provided with a regular tax position in their country will be admitted to participate in the market (VAT registration number for Italian exhibitors and equivalent tax registration for ceramists from other countries).
- **Application Form for participation: please fill out the Application Form either you apply as a ceramist, technical exhibitor, or institutional exhibitor.**



- The **registration fee for the market fair** is:
  - 200.00 € + 22% VAT for Italian exhibitors, Extra-EU exhibitors and EU exhibitors whose VAT number is not VIES validated.
  - 200.00 € for EU exhibitors provided with a VIES-validated VAT number
  - Registration fee includes: electrical connection and electricity supply for the 3 market days.
- For **ceramists** admitted to the market-fair, stand structures and furniture will be available for rental, upon request. Rental costs will be approximately: 100 € for a 3x3mt stand (VAT excluded).
- **Technical and institutional exhibitors** are traditionally located in the area of Piazza del Popolo: in this area, for technical and organizational reasons, they will be required to use the rental stand structures (3x3 mt), available for rental through an external contractor. Furniture will be available for rental, upon request. Rental costs will be approximately: 100 € for a 3x3mt stand (VAT excluded).
- **Ireland will be the Guest Country** at Argilla Italia 2020. Irish ceramists admitted to the market-fair will benefit from special conditions for participation, and their booths will be positioned in the Guest Country dedicated area, in front of the MIC – International Museum of Ceramics in Faenza. Alongside with this, a side programme of events will be dedicated to the Guest Country.
- In order to guarantee the **high quality of the market-fair**, the application forms received by the due deadline will be subject to a **selection**, carried out by an international jury of professionals in the world of artistic and handicraft ceramics.

### **Terms and conditions for Application**

The Application shall be completed in all its parts, including the requested attachments.

Please **fill out the online application form** available at the dedicated link:

<https://www.argilla-italia.it/en/application-form-exhibitors-2020/>

Alternatively, you may download the .pdf format of the form, complete it and send it, together with the requested attachments, to: [info@argilla-italia.it](mailto:info@argilla-italia.it)

or by post:

Argilla Italia  
MIC - Museo Internazionale delle Ceramiche in Faenza  
Viale Baccarini 19 - 48018 Faenza RA - Italy

**Deadline to submit Applications: January 10<sup>th</sup>, 2020**

For applications sent by post: date as postmarked.

### **Organization**

Argilla Italia is organized by the MIC Foundation of International Museum of Ceramics in Faenza, in cooperation with the Municipality of Faenza and in collaboration with AiCC – Association of Italian Cities of Ceramics. For information, please contact the Organisational Secretariat (Paola Casta and Maria Francesca Minardi) at:

Email [info@argilla-italia.it](mailto:info@argilla-italia.it)

Tel +39 0546 697 311 (MIC - International Museum of Ceramics in Faenza)

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Comune di Faenza

