

**16 > 19 MARS 2018**

**18<sup>TH</sup> INTERNATIONAL CONTEMPORARY ART FAIR**  
**16 > 19 March 2018**

**18<sup>e</sup>**  
**SALON**  
**INTERNATIONAL**  
**DE L'ART**  
**CONTEMPORAIN**



**INFORMATIONS  
AND BOOKINGS**

Eve **GENRE**, Exhibition Organiser, curator  
Asso. Galerie Phocéa 13 Hameau du Mitan  
13013 MARSEILLE / FRANCE

Tél. : 00.33 (0) 4.91.94.52.71

Mobile : 00.33 (0) 6.08.52.61.41

Email : [galeriephocea@galeriephocea.com](mailto:galeriephocea@galeriephocea.com)

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

For any further information in English or in  
Italian, please do not hesitate to contact

Lyne PERINCILO DULUC

Mobile phone : 00.33 (0) 6.81.26.32.00

Mail : [lyne.perinciolo-duluc@wanadoo.fr](mailto:lyne.perinciolo-duluc@wanadoo.fr)

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

**PARC CHANOT  
MARSEILLE**



[www.facebook.com/siac.marseille](http://www.facebook.com/siac.marseille)



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

# 2017 FAIR REPORT

## IN BRIEF

**167 exhibitors** (painters, photographers, sculptors, mosaicists, designers, and the professional arts community)

**14 nationalities** (Armenia, Belgium, Bulgaria, Canada, Costa Rica, Denmark, France, Spain, Great Britain, Guinea, Morocco, Netherlands, Switzerland, Zimbabwe)

**148 stands** and specific areas over 3,300 m<sup>2</sup>

**34 % firstly exhibitors**

**29,8 % of artists** were not withheld by the Selection Committee

**13,192 visitors - 753 sales**



The fair has been acclaimed for its hospitality and respect for exhibitors, as well as for its selection of artists.

The participants themselves consider the SIAC to be a benchmark in France in terms of organisation.

## EXTENSIVE ADVERTISING CAMPAIGN *(not an exhaustive list)*

- Screen 4m x 3m at the Parc Chanot entry
- Portico 6.50 m x 2.50 m at the Hall entry
- 460 posters 4m x 3 m in Marseille, Aix en Provence, Aubagne, Plan de Campagne and surrounding areas, Avignon, Sorgues and surrounding areas
- 40 posters 120cm x 180cm in Marseille
- 1,500 posters 40cm x 60cm
- 43 écrans digitaux de la ville de Marseille (implantations stratégiques)
- 10,000 advertising brochures (regional tourist information office, hotels, bookshops...)
- 5,000 flyers of the visit (plan of the SIAC and listed artists)
- 20,000 invitations
- 3,000 catalogues
- Marseille Tourist Office (poster 120cm x 180cm Canebière shop windows + announcement on 3 screens + current event website home page + newsletter with « tour operators » and travel agents...)

## PRESS *(editorial and advertising)*

La Provence Bouches-du-Rhône and Sud Vaucluse, Var Matin, Le Dauphiné Libéré, Midi Libre, Gens du Sud, Les Nouvelles Publications Economiques et Juridiques, le Journal des Entreprises, revue TPBM, Ventilo, Week-end by Cote, Résidences Décoration, Univers des Arts, l'Officiel Galeries & Musées...

## RADIOS AND TV

■ A PR campaign and advertising spots on our partners' radio station, France Bleu Provence (interviews of Eve GENRE, competition game, reportages...), editorial information on other local radio stations

■ France 3 Provence : annonces on the JT, images of the SIAC, interview of Eve GENRE directly from the Art Fair

## INTERNET

■ Website of SIAC (Promotion of each exhibitor)

■ An internet campaign on our partners' website : Municipalité de Marseille, Office du Tourisme et des Congrès de Marseille en home-page, TER/SNCF PACA, France Bleu Provence, M.D.A., Géant des Beaux Arts, Label-Art, Marseille Chanot

■ An internet campaign on non specialized websites : FREQUENCE.SUD, LE GUIDE CULTUREL, MAGMA le Mag, le TARPIN Bien, VOLT, le Local, Art District, Artmajeur, Actimarian, Weone Art, Artistes Contemporains, Journal des Peintres, ARTOTAL, SPECTACLE, Le Révélateur, ARTISHO, L'Annuaire du Monde Artistique, Arts des Annonces, Le portail des arts plastiques, ARTactif, France Artisanat, CRAIGSLIST, KOIFER, Bleuet, YELP, Eventful, Yaquoi, etc...

■ Daily SIAC promotion on Facebook and SIAC fan page with booster

■ Notoriety of the SIAC recognized on the encyclopaedic site WIKIPEDIA



## SATISFIED EXHIBITORS

*(Exhibitors Survey / Index of satisfaction : satisfied and very satisfied)*

- Regularly and correctly informed : 100 %
- Assistance, reactivity, availability : 100 %
- Parking, easy access and reception : 99 %
- Stand design : 100 %
- Technical set-up : 97 %
- Satisfaction on stand location : 97 %
- Number of visitors : 89 %
- Quality of visitors : 87 %
- Professional artistic event, client/artist-oriented : 100 %
- Overall satisfaction : 70 %





# THE SIAC EXPERIENCE THE SIAC DIFFERENCE

## LOCATION

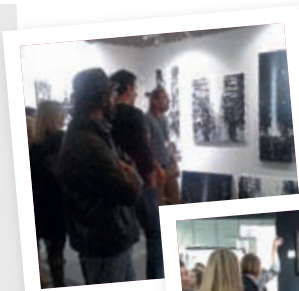
Located in the heart of Marseille in a residential area, the Park Chanot Exhibition and Convention Centre hosts the SIAC every year. The site boasts easy access by metro, bus and taxi

1 800 on site parking spaces

5 metro stops from the TGV station St Charles, just 3 hours from Paris

20 minutes from the International Airport Marseille-Provence

5 minutes from the motorway



## FOR THE EXHIBITORS

- A rigorous selection process which guarantees quality
- Exhibition and promotion of artists and their agents ONLY. No art galleries accepted.
- Free car park access and free parking.
- Free installation of large-scale sculptures and works on the outside terrace.
- Exhibition space offered to 2 artists chosen by the public.
- Maximum visibility of exhibitors' work regardless of stand location.
- Your contact details posted on the SIAC website for 3 yrs minimum.
- 100 free tickets for 2 people for your clients.
- Carpet throughout the exhibition hall with 3m wide aisles, stands and shared facilities/spaces.
- A choice of 3 fabric colours (white, grey or black) at no additional cost.
- Shared storage areas of charge available on certain stands for packing and transport material.
- System of payment by debit or credit card available.
- Free WIFI access on stands and in the vicinity of the VIP area
- A VIP Space reserved for exhibitors and their customers ; apéritif offered twice a day.
- Services available to exhibitors upon reservation : cocktail reception following stand set-up, Sunday evening catering in the restaurant area, free breakfast on the last day of the fair
- A list of accommodation at reduced rates.

## FOR THE PUBLIC

■ A unique exhibition layout which guarantees that ALL stands are visible and are visited without exception. Thanks to its careful design, the SIAC offers optimal conditions to visitors to access stands and view the works.

■ A Kids Space where children are looked after by qualified and experienced professionals while their parents visit the exhibition and meet the artists. This service is free and increases the quality of the visit for visitors with young children.

■ Free cloakroom for clothing and cumbersome belongings (eg. motorbike helmets).

■ The involvement of visitors in the vote for the « Visitors' Prize » awarded to 2 artists.



## PARTNERS THAT HAVE SUPPORTED SIAC IN 2017



**At your service to reply to all your questions and resolve any problems you may have.**

**Just one contact : Eve GENRE**



## My commitment

### AVAILABILITY

To reply to all your enquiries either by telephone, by letter or by e-mail within a maximum delay of 6 working days (other than for technical or specific information requiring the advice of specialists).  
To be present during the 4 days of the exhibition

### ASSISTANCE

To advise and assist you with your inscription.  
To communicate with you in a regular, clear and efficient manner.  
To negotiate the best terms and send you propositions for accommodation or follow up requests for hotels  
To send to you, by post, all necessary elements and practical information for your installation (Plan of Marseille, Exhibitors Guide, plan of the exhibition, your stand number, invitations...).

### TRANSPARENCY

To inform you of all means employed to welcome visitors (a detailed plan of communications is given in the Exhibitors Guide).  
To submit a « satisfaction questionnaire » enabling you to evaluate our event and us to make improvements

