

20 ans
d'Art Passion

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20TH INTERNATIONAL CONTEMPORARY ART FAIR
13 > 16 March 2020

SALON INTERNATIONAL DE L'ART CONTEMPORAIN

INFORMATIONS

Eve GENRE, Commissaire d'Exposition
Asso. Galerie Phocéa 13 Hameau du Miton
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PARC CHANOT
MARSEILLE



www.facebook.com/siac.marseille



www.youtube.com/SiacMarseille



www.siac-marseille.com

2019 FAIR REPORT



IN BRIEF

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

18 nationalities (Belgium, Armenia, Australia, Costa Rica, Denmark, France, Germany, Great Britain, Kazakhstan, Morocco, Nigeria, Netherlands, Spain, Sweden, Switzerland, Tunisia, United States, Zimbabwe)

160 stands and specific areas over 3,300 m²

34 % firstly exhibitors

29 % of artists were not withheld by the Selection Committee

16 400 visitors - 928 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 3m in Marseille, Aix en Provence, Aubagne, Plan de Campagne and surrounding areas, Avignon, Sorgues and surrounding areas
- 85 posters 120cm x 180cm in Marseille
- 800 posters 40cm x 60cm
- 43 digital screens of the city of Marseille diffusing the visual (strategic locations, notably museums)
- 10,000 advertising brochures (regional tourist information office, hotels, bookshops...)
- 3,000 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...)
- SNCF / TER : e.mailing to the entire listing subscribers departments 13, 83 and 84 with editorial, visual and information + display on the regional ticket machines departments 13 and 83.

PRESS *(editorial and advertising)*

La Provence Bouches-du-Rhône, Vaucluse, Version Femina, Le Dauphiné Libéré, Vaucluse Matin, La Dépêche du Midi, Midi Libre, Les Nouvelles Publications Economiques et Juridiques, revue TPBM, Volt, Week-end by Cote, Art & Décoration, Artension...

RADIOS ET TV

- A PR campaign and advertising spots on our partners' radio station, France Bleu Provence (interviews of Eve GENRE and artists, competition game, reportages...)
- on-air interview with RTL2, Fun Radio and J.M. radio
- France 3 Provence : annonces on the JT, images of the SIAC
- Provence Azur TV : in the shows "C'est le Sud", live interview on the TV studio of Eve GENRE

INTERNET

- Website of SIAC (Promotion of each exhibitor)
- Projecteur TV : interview with Eve GENRE. Live from the SIAC : report + interview of the 2 Laureates « Prix du Public »
- 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, Géant des Beaux Arts, Marseille Chanot
- An internet campaign on non specialized websites : La Provence.com, GoMet', Fréquence Sud, Via Fance, Artotal, Weoneart, ArtQuid, Artactif, Actimania, Artisho, Artmajeur, Artistes Contemporains, Journal des Peintres, Acryom, FB Annuaire des Peintres, Art des Annonces, Spectable, le Guide Culturel, France Artisanat, Viva Street, V&G, Mapado, Spectacle Evénements, Tous Voisins, Craigslist, Evensi, Yaqoui, Koifèr, Yelp, Sortir, l'Agenda des sorties, My Provence, Tarpin Bien, le Blog littéraire d'Alice, Wondercity, Zone Annonces, 10 Times, Salon entre Pros, 1000 Annonces, Schleiper...
- Daily SIAC promotion on Facebook and SIAC fan page with booster
- Broadcast of several videos on the Youtube channel of the SIAC
- 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 %
- Availability, competence, speed of processing, quality of responses : 100 %
- Parking, easy access : 98 %
- Reception and availability of teams : 100 %
- Overall layout of the stands : 100 %
- Technical set-up : 97 %
- Satisfaction on stand location : 97 %
- Number of visitors : 97,7 %
- Quality of visitors : 97,7 %
- Art Fair close to artists : 100 %
- Serious Art Fair : 99 %
- Overall satisfaction : 89,7 %



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 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.



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.

PARTNERS THAT HAVE SUPPORTED SIAC IN 2019





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 Marseilles, 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

