



■ **Date:**
May 30th to June 7th
2025

■ **Location:**
Expo Fiera Milano
Via Keplero 12
20016 Pero (MI)

100 Ways of saying Marilyn Expo Fiera Milano - Pero (MI)

On the occasion of the **centenary of Marilyn Monroe's birth**, PassepARTout Unconventional Gallery presents **100 Ways to Say Marilyn**, an art exhibition that aims to explore the iconographic value and continuous visual reinvention of one of the most emblematic figures of the 20th century.

Marilyn Monroe was not just a film star but a **visual icon who has transcended eras and artistic movements**, generating an ongoing dialogue between art, aesthetics, and image culture. Her face has been reinterpreted by artists of every movement, from 20th-century avant-gardes to today's digital experiments.

A century after her birth, she remains a cultural enigma, a figure that defies definitions and lends itself to countless interpretations. The exhibition invites **artists to offer their own vision of Marilyn Monroe through a personal and original language**, with the opportunity to showcase their works in person or through video exhibitions. Each creation will be included in a **prestigious art catalog**, serving as a visual and narrative **tribute to one of the most fascinating women of the 20th century**.

The event will take place at Milan's most important Business Center: UNA Hotels Expo Fiera Milano, which welcomes thousands of international guests and companies each year, serving as a key reference point for those visiting the city and its exhibition district. In collaboration with PassepARTout, UNA Hotels Expo Fiera Milano offers a valuable exhibition opportunity for artists, ensuring their works receive unparalleled visibility compared to any traditional art gallery.



THE EXHIBITION PROVIDES

- **Exhibition of the works from May 30 to June 7, 2026 at Expo Fiera Milano** - Via Keplero 12 - 20016 Pero (MI);
- **Opening of the exhibition on Saturday June 6th at 5:00 pm at UNA Hotels Expo Fiera Milano** with the presence of an art critic and industry operators;
- **Welcome drink for two people. For additional guests or accompanying persons, or for the public not participating in the exhibition, the participation fee is €10.** The exhibition, with free access, will be open to the public from June 1st;
- **Official Catalog of the event;**
- **Digital certificate of participation;**
- **The images of the exhibition will be disclosed on the PassepARTout website**, on the major social networks and in the major art and culture websites with which the gallery collaborates;
- **Graphic design of posters and social media kit;**
- **Disclosure and publication of posters and invitations** on the PassepARTout official Instagram and Facebook page;
- **Customer care and sales assistance** (*20% commission will be paid to the gallery in case of sale*);
- **Multilingual staff** for sales assistance;
- **Press Office and online editorials;**
- **Photogallery of the exhibition;**
- **Surveillance service 7/7 – 24 hours a day;**
- **Installation and disassembly.**

RULES

- Anyone can participate in the event without distinction of gender, age or nationality.
- Works with glass or materials of a fragile nature are not admitted.
- Any work that includes obscenities, defames or invades the publicity or privacy rights of any person will be disqualified.
- If the candidate is under the age of 18, the authorization of a parent or guardian will be required.

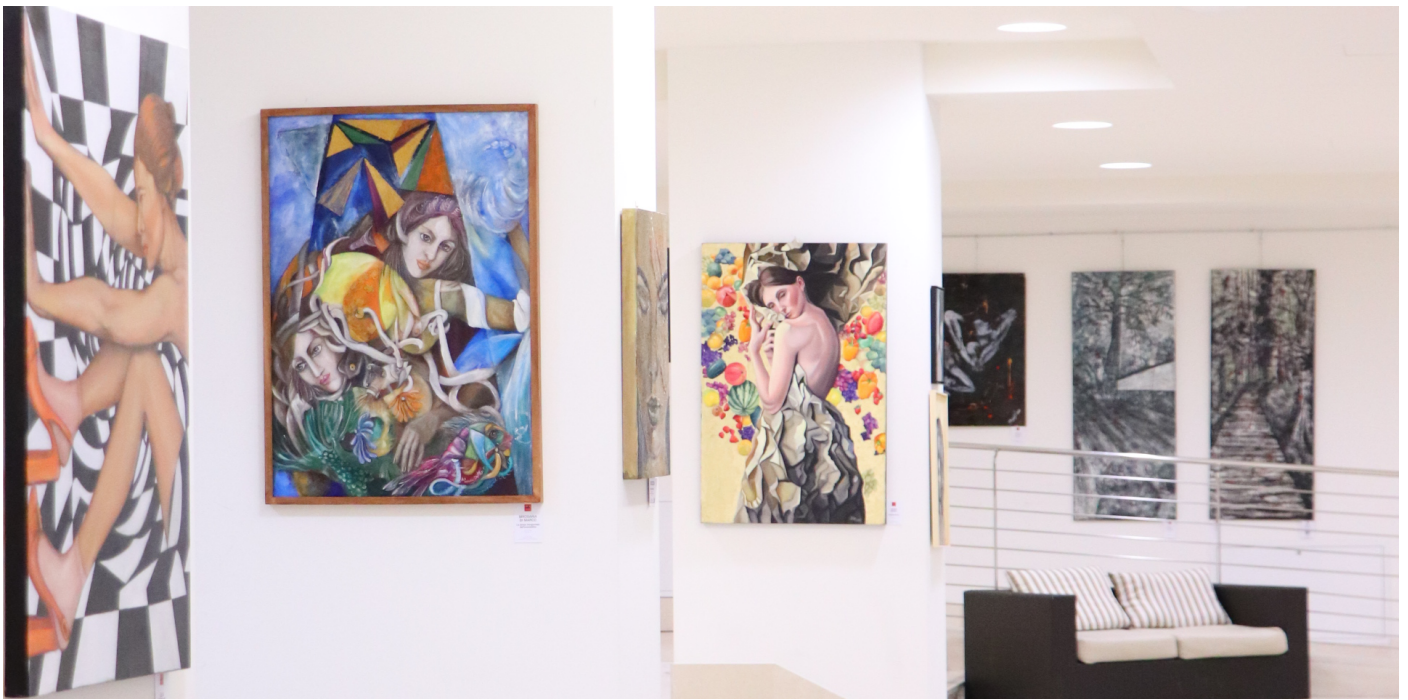
You can participate with one or several works.

All works must be provided with a single central triangular hanger, adequately fixed with nails or screws.

The work must be free from any constraint of exclusivity on the part of the artist or the rights holders to allow its full use by the organization of the competition. By submitting your work you authorize PassepARTout to post your work on our site indefinitely, and grant the gallery the right to use and display prints of your design for marketing purposes.

The works need not be unpublished. The authors assume full responsibility for the contents of their works, including compliance with Italian and foreign legislation on copyright and privacy.

In the event the exhibition is unable to run as planned for any reason, the organizer may, in its sole discretion, either suspend the event, postpone the event, change opening times, exclude the public. They can cancel the event or close it before the scheduled date. In all cases, memberships will remain fully valid, including payments. The exhibition will be recovered as soon as possible, without losses on the part of the artists.



TERMS AND CONDITIONS OF SUBSCRIPTION

Any interested **artist can submit their works** subject to availability, in any case, **no later than May 15, 2026**. The deadline for the **delivery of the artworks** is set for **May 23, 2026**, at PassepARTout Associazione Artistico Culturale, c/o UNA Hotels Expo Fiera – Via Keplero 12 – 20016 Pero (MI).

THEME

The exhibition is dedicated to the **100th anniversary of Marilyn Monroe's birth**, celebrating her iconic figure through contemporary art. Each artist will offer their own interpretation of Marilyn, with a personal expressive language and an original vision.

Admitted categories:

Mark the selected choice with an "X"

PAINTING AND GRAPHICS

(oil, tempera, acrylic, collage, mixed media, polymaterial, pantone, etc.)

Maximum dimensions: 100x100 cm (including frame or strips)

PHOTOGRAPHY

(retouching, photomontages, photographic manipulations, and collages)

Maximum dimensions: 100x100 cm (including frame or strips)

DIGITAL ART – NFT – VIDEO ART

(for videos with a maximum duration of 58 seconds)

SCULPTURE

(wood, terracotta, plaster, bronze etc.)



Physical Exposure

- Yes, I would like to participate with N. 1 work by paying the fee of € 290 (2 catalogue pages included)
- Yes, I would like to participate with N. 2 works by paying the fee of € 420 (2 catalogue pages included)
- Yes, I would like to participate with N. 3 works by paying the fee of € 515 (2 catalogue pages included)
- Yes, I would like to participate with N. 4 works by paying the fee of € 575 (2 catalogue pages included)
- Yes, I would like to participate with N. 5 works by paying the fee of € 625 (2 catalogue pages included)

Video-Exhibition

- Yes, I would like to participate with N. 1 work by paying the fee of € 150 (2 catalogue pages included)
- Yes, I would like to participate with N. 2 works by paying the fee of € 220 (2 catalogue pages included)
- Yes, I would like to participate with N. 3 works by paying the fee of € 270 (2 catalogue pages included)
- Yes, I would like to participate with N. 4 works by paying the fee of € 300 (2 catalogue pages included)
- Yes, I would like to participate with N. 5 works by paying the fee of € 350 (2 catalogue pages included)

By submitting the artworks

Title	Technique	Mea. cm	Year	Price
Title	Technique	Mea. cm	Year	Price
Title	Technique	Mea. cm	Year	Price
Title	Technique	Mea. cm	Year	Price
Title	Technique	Mea. cm	Year	Price

***ATTENTION:** Please indicate as the first artwork in the list the one intended for inclusion in the event catalog.

For each artwork submitted, the artist will send to the email info@passepartoutgallery.com:

1. An appropriate **image** to for digital publication in **JPG format, 150 dpi, maximum 2Mb, named** with the artist's full name, artwork title, date, technique, dimensions (width x height),
2. Attached to the same email, the **payment receipt**, and the **present form**, duly completed and signed in all its parts



Personal color page
21 x 21 cm

Title,
Technique
and measure



Official catalog

Artists will have the opportunity to be featured in the **Official Exhibition Catalog**, available both in an elegant **printed edition** with high-quality paper and a soft-touch cover, and in a **digital version**, ensuring greater accessibility and a wider audience reach.

Each artist will be presented across **two pages, including a biography** in both Italian and English, accompanied by **descriptive content and an image of a selected artwork** with its technical details. This will contribute to documenting their artistic journey within the context of exhibitions of cultural significance.

The **printed edition** of the catalog will be **available upon request** at a cost of €35 per copy.

Official printed catalog by paying the fee of €35 per copy *(only upon request)*

Yes, I would like to purchase N. copies x €35 by paying the fee €

Free Online Browsable Digital Catalog by visiting the site www.passepartout-unconventional-gallery.com

Additional page(s) in the exhibition catalog €50 per page.

Yes, I would like to purchase N. pages x €50 by paying the fee €

Customized Cover of the Official Catalogue €350 *(10 complimentary printed copies included)*

You can have your own customized cover featured in the official catalogue. The layout will be designed by our graphic team in coordination with the artistic direction. The publication includes **10 complimentary printed copies** of the catalogue.

Biographical editing €150

A professional writing service for the artist's biography, including their educational and exhibition background. The biography will be written in Italian and translated into English.

Critical essay €300

With the collaboration of qualified art critics, upon request, it is possible to obtain a professional critique relating to the artist's poetics and work. A folder of content equal to approximately **3500 characters** (including spaces) is foreseen, for a fee of €300. The critical essay will be written in both **english** and **italian**.



SUBMISSION OF THE ARTWORKS

The works must be delivered no later than **May 23rd, 2026** to PassepARTout Associazione Artistico Culturale c/o UNA Hotels Expo Fiera – Via Keplero 12 – 20016 Pero (MI).

Artworks must be equipped with a single triangular hanger positioned on the central upper part of the artwork (see *illustrative tutorial below*); they do not necessarily have to be framed or mounted on a metal support. We recommend packaging them with materials that can be reused for the return shipment, at the participant's expense.

Transportation costs for delivery and return of the artworks are the responsibility of the artist. The Organization will not be held responsible for theft or damage to the artworks due to transportation and exhibition.




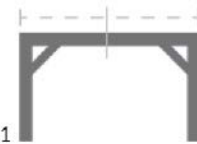


RETURN

At the end of the exhibition, **the artworks will be delivered to Mail Boxes Etc. in Arese**, which will properly package them and contact the artist for their return. **It will also be possible to pick them up in person**, by prior arrangement with the PassepARTout Management.

IMPORTANT!

1. Artworks not retrieved within 10 days from the end of the exhibition will be considered donated to the Association.
2. Artworks may be designated for sale. The sale price will be agreed upon directly with the artist.
3. **Artworks not equipped with hangers, as per the regulations, will not be displayed.** In case the Association is forced to intervene on the artworks to apply hangers or **for any other need caused by the non-compliant artist, a fee of €10 per artwork** in question will be charged.

TUTORIAL FOR APPLYING HANGERS

Tools			
Instructions	 1	 2	 3
	Identify the center	Locate the hanger	Fix with nails or screw

APPLICATION FORM

First name

Last name

Place of birth

Date of birth

Tax Code

Vat Number

Address (Street Address)

City

Country

Zip Code

Phone number

Email

Website

Facebook

Instagram

Stage name

PRIVACY ACT

The information stored in our archive will be used for participation in the competition and for sending information material. Each candidate expressly authorizes PassepARTout Associazione Artistico Culturale, as well as its direct delegates, to process the personal data transmitted pursuant to the new privacy legislation of EU Regulation 2016/679 (GDPR), also for the purpose of inclusion in databases managed by people aforementioned. It is possible to request its correction or cancellation, as required by the protection of personal data. Each treatment is aimed at the aforementioned activities and is carried out with manual, IT and telematic tools, with organization and processing logic designed to guarantee the security, integrity and confidentiality of the data in compliance with the measures provided for by the provisions in force.

Date

Signature

REGISTRATION FEE

The registration fee is considered as a contribution to the activity of the Association and to partially cover the costs of organizing the exhibition.

The registration fee is non-refundable and must be paid at the time of registration to the Account:

Transfer

IBAN: IT0200538732971000042730604
(*N.B.: Ø is equivalent to the number "zero"; O is O of Oklahoma)

Swift/Bic: BPMOIT22

Transfer to: PassepARTout Associazione Artistico Culturale Via Antonio Cechov 21 - 20151 MILANO

Reason for payment: Participation fees for **100 Ways of saying Marilyn** + Name and Surname of the event participant.

PayPal: passepartoutgallery@libero.it
(selecting the "Friends and Family" option) ↘