



THE POP ART EXHIBITION

■ DATE

9 - 10 - 11 October
2026

■ LOCATION

Expo Fiera Milano
Via Keplero 12
20016 Pero (MI).

When Roy Lichtenstein and Andy Warhol elevated everyday objects and popular icons to the status of absolute symbols, the boundary between Fine Art and Pop Culture definitively dissolved.

THE POP ART EXHIBITION was born to celebrate this legacy through a revolution of the gaze, one that finds beauty and depth in the most familiar images. **The exhibition explores the Pop universe in all its forms, including the prestigious realms of furniture design, graphic art, and contemporary illustration.** Under the artistic direction of Elena Ferrari, the event transforms the halls of UNA Hotels Expo Fiera Milano into a laboratory of creative cross-pollination, where the legacy of the great masters dialogues with the vitality of emerging talents.

The invitation is extended to **artists, designers, sculptors, and digital creatives called upon to reinterpret the collective imagination through works that fuse classical iconography with modern visual synthesis.** Each participant is free to explore themes ranging from fantasy to cartoons, from manga to advertising references, from cinema icons to art history masterpieces, and, inevitably, the reinterpretation of Superheroes. It is essential that the works reflect Pop Art's ability to furnish thought, transforming familiar icons into unique pieces of contemporary art and design. Participation is open to works employing various media, from physical matter to digital projection, provided they are capable of subverting the essence of traditional characters to give them a new, extraordinary visual power.

A fundamental element of this exhibition is the desire to crystallise the value of its participants over time. To officially historicise the event and the creative journey of the artists involved, a prestigious **Official Catalogue** will be produced. This editorial publication will not merely be a documentary testimony but a true design object destined to consecrate the importance of its creators within the contemporary art landscape. The catalogue will preserve the memory of this encounter between different generations and techniques, offering an authoritative and lasting showcase for every selected talent, becoming itself a collector's piece.

The event aims to revitalise the Italian art market by showcasing the best talents capable of combining visual storytelling with aesthetic functionality. Taking part in **THE POP ART EXHIBITION** means becoming part of a unique journey through the history of visual culture, celebrating the creative power to transform the world around us into a boundless aesthetic experience. **Artists will have the opportunity to present their vision in an international context, helping to consecrate the beauty of contemporary art.**



WHAT THE EXHIBITION INCLUDES

- Exhibition from October 9 to 11, 2026 at Expo Fiera Milano – Via Keplero 12 – 20016 Pero (MI);
- Friday, October 9: preview opening exclusively for invited guests;
- Saturday, October 10 and Sunday, October 11: open to the public (free entry) from 10:00 AM. During the weekend, workshops, live painting, and entertainment activities will be held;
- Opening event on Saturday, October 10 at 5:00 PM at UNA Hotels Expo Fiera Milano, with the participation of industry professionals, company representatives, local press, and institutional representatives;
- Welcome sparkling wine for two people. For additional guests or companions, or for the public not participating in the exhibition, the attendance fee is €10;
- Official exhibition catalogue;
- Digital certificate of participation;
- Web & Social Promotion: promotional activities and constant presence on the PassepARTout official website and social media channels;
- Social Media Kit: graphic materials and customised digital kit for artist promotion;
- Distribution and publication of invitations and posters on the official PassepARTout Instagram and Facebook pages;
- Customer care and sales assistance;
- Multilingual staff;
- Press office;
- Exhibition photo gallery;
- 24/7 security service;
- Setup and dismantling.

CONDITIONS

- 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.

Artists may participate with one or more works. All works must be equipped with a single central triangular hanging bracket, properly secured with nails or screws.

Submitted works must not be subject to exclusivity restrictions by the artist or any third-party rights holders, so as to guarantee the organisation full use of the works strictly for exhibition, promotional, and documentation purposes of the show.

By submitting their works, the authors expressly authorise the organisation to distribute images of the works during the exhibition, at related events, and through print and digital communication channels, for purposes exclusively linked to the promotion of the event and the organisation's activities.

Works do not necessarily have to be unpublished. The authors remain responsible for the content of the submitted works, ensuring compliance with applicable laws on copyright, intellectual property, and privacy protection, both Italian and international. The artist assumes all responsibility for any disputes arising from the use in the work of logos or trademarks protected by third-party rights and indemnifies the Organisation against any related consequences.

In the event of force majeure, the organiser reserves the right to postpone the exhibition, modify its methods or schedules, limit public access, close it early, or cancel the event. Registrations and payments made by artists will remain valid and confirmed for the first available rescheduled date of the exhibition, with no right to refunds or compensation.



APPLICATION AND DEADLINES

Interested **artists may join the exhibition** until spaces run out, and **no later than September 27**. The deadline for **delivery of works is no later than October 4, 2026** at PassepARTout Associazione Artistico Culturale c/o UNA Hotels Expo Fiera – Via Keplero 12 – 20016 Pero (MI).

THEME

The exhibition explores the transformation of the pop imaginary in contemporary times, from the iconographic language of 20th-century mass culture (comics, advertising, film icons) to its digital, serial (manga, graphic novels, illustration), and hybrid declinations.

Accepted categories:

PAINTING, GRAPHICS AND ILLUSTRATION

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

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

DIGITAL ART - VIDEO ART

(video maximum duration: 58 seconds)

PHOTOGRAPHY

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

SCULPTURE

(small-scale in wood, terracotta, plaster, bronze, resin, etc.)

OBJECT DESIGN, LIGHTING AND FURNITURE ACCESSORIES

A customised process subject to approval by the artistic direction following selection.



Physical Exhibition

Yes, I would like to participate with N. 1 work by paying the fee of €150 (2 catalogues pages included)

Yes, I would like to participate with N. 2 works by paying the fee of €249 (2 catalogues pages included)

Yes, I would like to participate with N. 3 works by paying the fee of €299 (2 catalogues pages included)

Yes, I would like to participate with N. 4 works by paying the fee of €349 (2 catalogues pages included)

Yes, I would like to participate with N. 5 works by paying the fee of €399 (2 catalogues pages included)

Yes, I wish to participate with N. works, paying the fee of €249 + €50 for each additional work = € (2 catalogues pages included)

Video-Exhibition

The video exhibition includes the production, by the organisation, of a **video dedicated to the work**, presenting the **full image as well as significant details**, along with **technical information** about the work (title, technique, dimensions, year of creation, etc.).

Yes, I would like to participate with N. 2 works by paying the fee of € 80 (2 catalogues pages included)

Yes, I would like to participate with N. 4 works **with a 6% discount** = ~~€160~~ €150 (2 catalogues pages included)

Yes, I would like to participate with N. 6 works **with a 8% discount** = ~~€240~~ €220 (2 catalogues pages included)

Yes, I would like to participate with N. 8 works **with a 15% discount** = ~~€320~~ €270 (2 catalogues pages included)

Yes, I would like to participate with N. 10 works **with 25% discount** = ~~€400~~ €300 (2 catalogues pages included)

By submitting the artworks

Title	Technique	Mes.cm(wxh)	Year
Title	Technique	Mes.cm(wxh)	Year
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Title	Technique	Mes.cm(wxh)	Year
Title	Technique	Mes.cm(wxh)	Year

!! PLEASE NOTE

Please indicate as the first work on the list the one you wish to be included in the catalogue.

For each submitted work, the artist shall send to info@passepartoutgallery.com:

1. An **adequate image** for digital publication in JPG format, 150 dpi, max 2MB, named with the artist's **first and last name, work title, date, technique, dimensions (width x height)**;
2. Attached to the same email, the **biography/artist statement, proof of payment**, and this completed and **signed application form**, duly filled out in all its parts.

Official catalogue

Artists will have the opportunity to be featured in the **Official Exhibition Catalogue**, produced both in a **printed version** with fine paper and soft-touch cover, and in a **digital version**, offering greater accessibility and wider audience reach.

For each artist, the publication will be spread over **two pages** and will include a **biography or artist statement** in Italian and English, accompanied by descriptive content and an **image of one chosen work** with its technical details, helping to historicise the artistic journey in the context of culturally significant art exhibitions.

The **printed version** of the volume will be available **only upon request**, at a cost of **€25 per copy**. Copies may be collected in person or shipped at the following costs: **€7 (Italy) / €15 (abroad)**.

*N.B.

The **biography/artist statement** must be between **700 and 900 characters** (including spaces) and **written in the third person, in both Italian and English**. If necessary, revision and/or translation of the biography may be requested (see EXTRA SERVICES list).

Extra Services

Official printed catalog by paying the fee of **€25 per copy** (only upon request)

Yes, I would like to purchase N. _____ copies x €25 by paying the fee €

Shipment of printed catalogue to home address: **€7 (Italy) / €15 (abroad)**

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

Additional pages in the exhibition catalogue (available for purchase only in pairs): **€50 per every 2 pages**.

Yes, I wish to purchase _____ page pairs at €50 each, paying the amount of €

Customised cover of the Official Catalogue **€350**

A customised catalogue cover is available. The layout will be handled by our graphic designers, in agreement with the artistic direction.

Biographical rewriting and/or language translation **€50**

Rewriting of the biography provided by the Artist. The text will be written in Italian and also translated into English.

Critical Essay **€300**

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**.



DELIVERY OF ARTWORKS

The works must be delivered no later than **October 4, 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.




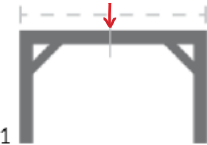
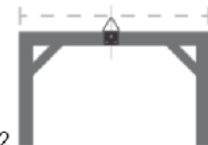
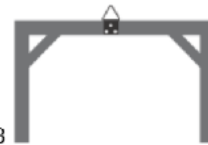
RETURN

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.** Should the Association be required to intervene on the works to apply hangers or for any other needs due to the artist's non-compliance, **a fee of €10 will be charged** for each hanger applied.

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 (if in posses)

Adress (Street Adress)

City

Country

Zip Code

Phone number

Email

Facebook

Instagram

Website

Stage Name

which will appear in the exhibition catalogue and in the event's promotional materials (labels, flyers, posters)

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 to be understood as a contribution to the Association's activities and as partial coverage of the organisation's expenses.

The registration fee is non-refundable and must be paid at the time of registration to the bank account indicated on the right:

Transfer

IBAN: IT0200538732971000042730604

(*N.B.: Ø is equivalent to the number "zero"; O is equivalent to the letter of the alphabet)

Swift/Bic: BPMOIT22

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

Reason for payment: Participation fees for THE POP ART EXHIBITION + Name and Surname of the Artist.

PayPal: passepartoutgallery@libero.it

(selecting directly on the app the "Friends and Family" option)

