

Florence, December 19th, 2024

ARTIST CALL

PATH TO PARADISE

A DIALOGUE WITH LORENZO Ghiberti – AN INVITATION TO RE- IMAGINING HIS RENAISSANCE MASTERPIECE

Galleria Frilli is pleased to announce its next exhibition in collaboration with Pneuma Art Foundation. Pneuma Art Foundation (www.thepneuma.org) will be our partner for the organization of this event.

The exhibition will revolve around a research idea that wants to reveal, behind the scenes represented in the famous Ghiberti masterpiece with the stories of the Old Testament, the metaphors of light and shadow of the ancient civilizations at the base of Western humanity. The doors depict in fact eternal stories of men and women who on their journey encounter inner demons but at the same time seek redemption in faith to improve their expectations. Finally, we want to reflect on the ideal concept of "Paradise", regardless of one's cultural, spiritual or philosophical background, which is always achieved by finding the balance between the lights and shadows that each one carries within himself.

On the occasion of the exhibition, Galleria Frilli will exhibit the ten replicas from the original cast in its possession of the panels of the Gates of Paradise by Ghiberti.

In this way, the artists participating in the exhibition will have the opportunity to compare their new works just created with a symbol of Renaissance art, contributing to a dialogue between past and present that directly connects today's artists to the Renaissance itself.

The exhibition will take place in the autumn of 2025 (October-November) in a location to be defined, in Florence

Exhibition Information

Galleria Frilli will lend its precious replicas of the 10 panels of Ghiberti's Gates of Paradise to the exhibition.

These panels will be displayed along the exhibition route and will accompany the new artistic interpretations of the selected young artists.

The artists are asked to create original works that draw inspiration from one or more of the ten panels, interpreting their themes, narratives and technique through their own creative vision.

The theme and concept of the exhibition:

Ghiberti's original panels draw on historical episodes of the Old Testament, but the participating artist is not required to replicate them or the specific theme of the selected panel. Rather, a contemporary reinterpretation of an element or even a theme present in the selected panel. The work may be in the round. Specific descriptive information on the individual Ghibertian panels will be provided.

Panel Distribution Method:

To honor each of Ghiberti's ten panels and ensure that the exhibition is representative of each of them, we will assign an equal number of Artists to each panel. This will ensure a complete reinterpretation of the entire original work. Two works will be created for each original panel, for a total of twenty Artists selected to participate in the exhibition.

It is important that artists indicate which panels they prefer to re-interpret and with what priority.

Guidelines for joining the exhibition

Eligibility:

The invitation to participate in the exhibition is open to all active artist members of Pneuma and artists external to the Foundation, including artists from Galleria Frilli.

Artists who apply to the call must be trained and experienced artists. Students still enrolled in an academic/scholastic path will not be accepted.

Artists working with traditional techniques are encouraged, but all materials are welcome (except photography and collage).

Submitted works may be secular or religious, provided they respect and do not offend the historical and cultural heritage represented by Ghiberti's originals.

Submitted works must be inspired by the panels, but not direct replicas of the panels.

This exhibition is intended to be allegorical. The selected works must tell a story drawn from some aspect of the chosen panel or reinterpret the meaning of the chosen panel in a contemporary way. The works must be understandable to the public, and not excessively abstract in content.

How to apply:

To apply for the selection for the exhibition, the artists of the Frilli Gallery must send their application to the email address: info@frilligallery.com / claramarinelli@frilligallery.com , by January 31st, 2025.

To apply, the following criteria must be met and the following material must be sent:

Information about the Artist

- Full name
- Email address - Telephone number – Brief descriptive proposal of the type of work to be created

Ranking of preferences for the panels:

First choice panel: indicate the first choice panel among the ten panels by Ghiberti.

Second choice panel: indicate the second choice panel.

Third choice panel: indicate the third choice panel.

Confirmation of flexibility: availability to interpret a different panel, if necessary for a balanced assignment

Note: a list and a brief description of the ten panels are attached to the open call page.

Description of your project (up to 500 words):

For each of your top 3 panel choices, provide a brief outline of your project of how each panel would be interpreted, focusing more broadly on your top choice panel.

Artistic Approach:

Description of the medium, techniques and materials you intend to use.

A brief explanation of how your artistic style relates to the themes of the chosen panels.

Visual Aids in Selection:

Submission of sketches, mock-ups or preliminary designs of the work proposed for the first choice panel (in JPEG or PDF format).

This is optional but highly recommended.

Portfolio

Up to 5 high resolution images of previous work relevant to your proposal.

Title, media, dimensions and brief descriptions for each piece.

Artist Statement

Reflections on your overall artistic practice and what inspires you

Agreement and Rights

Ownership, Sales and Fee Structure:

All artists will own their works. Therefore, artists are required to fund the creation of their own works. Galleria Frilli and Pneuma Art Foundation will not fund the creation of the works.

Artworks submitted for the exhibition will be available for sale exclusively through Galleria Frilli and Pneuma Foundation, unless otherwise agreed, for a period of one year after the exhibition closes.

Artworks must be available for sale at the start of the exhibition and cannot be sold by the artist beforehand.

Galleria Frilli and Pneuma Foundation will retain a 40% commission on all sales made during or following the exhibition for 1 year after the exhibition closes. The remaining 60% will correspond to the artist's earnings.

Pricing:

The Artist will be required to provide a retail price for their artwork, taking into account the commission and revenue split scheme as above.

A final price will be determined with the assistance of the curators if the proposal is selected. Any discounts offered by the Artist to a prospective buyer will be made in consultation with Galleria Frilli and Pneuma Art Foundation.

Payment Terms:

Payment for artwork sold will be processed and released to the Artist within 30 days of receipt of payment from the buyer.

Reproduction Rights:

Galleria Frilli and Pneuma Art Foundation will be granted the non-exclusive right to photograph and reproduce images of the artworks exhibited for promotional, educational and archival purposes relating to the exhibition.

Insurance and Liability:

Galleria Frilli and Pneuma Art Foundation, whilst all reasonable care will be taken, will not be held liable for loss or damage to artworks. Artists are encouraged to take out their own insurance if they wish.

Artwork Availability and Deadlines:

Artworks exhibited will be available for the entire duration of the exhibition and all delivery and installation deadlines will be respected. The work will be available for sale by Galleria Frilli and Pneuma Art Foundation for one year after the exhibition closes.

Originality:

The artist must ensure that the work submitted is original and does not violate any copyright laws.

Professional Conduct:

Artists are expected to maintain respectful and professional conduct throughout the exhibition process, including during preparation, communication and public events. Any actions or language deemed disrespectful, discriminatory or damaging to the reputation of Galleria Frilli and Pneuma Art Foundation may result in immediate removal from the exhibition and exclusion from future opportunities.

Technical Requirements

Dimensions:

The work must not be smaller than 80 cm or larger than 250 cm on the longest side. If your proposed work is smaller or larger, you will be asked to justify why this will impact the presentation of the exhibit.

Installation Requirements:

Note any special considerations regarding equipment or installation, as well as safety considerations.

Description of all safety measures if your work includes interactive or moving elements.

Check the essential requirements for your application:

- Completed application form with all required materials via the portal for Pneuma Artist members, or via email for Galleria Frilli artists

Signed request for acknowledgement of receipt and confirmation of the proposed agreement.

Selection process

A selection committee of six members, equally divided between curators and managers of Galleria Frilli and Pneuma Art Foundation, will review all submissions. Approximately 20 artists will be selected based on the following criteria:

- Relevance and originality – how adequately the proposal relates to the themes of Ghiberti's panels in a unique, contemporary and compelling way.

- Artistic quality and professionalism – demonstrated skill, creativity and a cohesive artistic vision.
- Compositional thinking and storytelling ability.
- Feasibility – practicality of the project in relation to space, time constraints and installation requirements.
- Distribution of panels – in order to achieve even representation, artists will be assigned to panels based on their preferences and the general needs of the exhibition. N.B. Although preferences will be taken into account, a second or third choice of a panel may be assigned, in order to ensure an even distribution. If none of the panels indicated as preferred are available and the willingness to adapt has been confirmed, an alternative panel will be offered.

All candidates will be informed of the selection results no later than 31 January 2025.

Key Dates and Mandatory Check-ins (if accepted):

- Submission Deadline: January 31, 2025
- Notification of Acceptance: January 31, 2025
- 1st Artist Check-in: February 28, 2025
- 2nd Artist Check-in: May 30, 2025
- 3rd Artist Check-in: July 25, 2025
- 4th Artist Check-in: September 1, 2025
- Artwork Delivery Date: October 1, 2025
- Exhibition Opening: October 2025
- Exhibition Closing: November 2025

Exhibition Details

- Location: To be announced soon
- Artwork Sale: Artworks will be prominently displayed and available for sale by Galleria Frilli and Pneuma Art Foundation for the duration of the exhibition and for 1 year after the exhibition.
- Commission: Pneuma and Frilli will retain 40% of the sale price of each artwork sold. 60% of the sale will go to the artist. Commissions will be based on the final sale price net of discount, net of all taxes and net of all withholdings due within the legal terms set by current Italian legislation.
- Promotion: The exhibition will be promoted through Galleria Frilli and Pneuma Art Foundation's extensive networks, social media platforms, press releases and marketing materials, providing significant exposure to the participating Artists. Accepted Artists will also be required to promote

the exhibition through their networks and social media. The artists selected for this exhibition will also be present on social media platforms promoting the event and the Artist.

- Installation: Artists are responsible for delivering their artworks ready for installation, including framing, if applicable. Specific installation guidelines will be provided upon acceptance.
- Insurance: Although the artworks will be handled with the utmost care and professionalism, insurance of the artworks will not be provided by Galleria Frilli and Pneuma Foundation. As the owner of the artwork, if an Artist wishes to have insurance, he or she must arrange it individually.
- Events: A number of promotional events will be created and sponsored: gala dinners, vernissages, finissages, merchandising and events throughout the duration of the exhibition.

Contact Information

For questions or further information, please contact:

info@frilligallery.com / claramarinelli@frilligallery.com

Artist Support:

Selected artists may receive shipping and installation support, if necessary and upon request. Details will be provided upon acceptance.

Artists will not be compensated for materials or time spent producing the accepted work. Artists retain ownership of the work until sold. Galleria Frilli and Pneuma Art Foundation have the exclusive right to sell the work on behalf of the Artists during the exhibition and for 1 year after the end of the exhibition and to collect the commission.

Opening:

There will be an opening event for the exhibition and artists are required to attend unless otherwise agreed.

Media Opportunities:

There may be opportunities for interviews and appearances in promotional materials. Participation is optional but encouraged.

Artists selected for this exhibition will also be present on Galleria Frilli and Pneuma Art Foundation social media platforms to promote the event and the artist.

This exhibition is more than just an art display; it is an evocative journey between past and present. We invite all artists who wish to participate to deepen their knowledge of the rich narratives of the Gates of Paradise panels and to contribute their own sensibility and artistic language to re-imagine this masterpiece in a contemporary key.

Note: Please ensure that all applications comply with the guidelines. Late or incomplete applications will not be considered.

Disclaimer: By submitting an application, you agree to all terms and conditions outlined in this call.

Submission Agreement Summary

By applying to the " **A DIALOGUE WITH LORENZO Ghiberti – AN INVITATION TO RE-IMAGINING HIS RENAISSANCE MASTERPIECE** " exhibition, you acknowledge and agree to the following:

- **Panel Assignment:**
 - You understand that panel assignments aim for an even distribution among the ten panels.
 - Your preferred panels will be considered, but final assignments may differ.
- **Sales and Commission:**
 - The artist owns the piece.
 - Pneuma and Frilli will handle all sales transactions and retain a commission of **40%** The remaining **60%** will be remitted to the artist, net of discount, net of all taxes and net of all withholdings due within the legal terms provided for by current Italian legislation.
 - Pneuma and Frilli have exclusive rights to sell the piece for a year after the conclusion of the exhibition. After the one-year period, all rights return to the artist.
- **Pricing Strategy:**
 - Prices will be set with the help of the curators. 22%VAT will be added if a sale occurs within the EU.
 - Prices cannot be altered after submission unless mutually agreed upon in writing.
- **Payment Processing:**
 - Artists will receive full payment for sold works 30 days after receipt of payment from the buyer. The sale is performed by Pneuma/Frilli and the artist will invoice their 60% commission to Pneuma/Frilli, net of the final selling price, net of all taxes and net of all withholdings due within the legal terms provided for by current Italian legislation. Pneuma/Frilli are available to help with this process.
- **Reproduction Rights:**
 - You grant permission for your artwork to be photographed and used in promotional materials related to the exhibition.

- **Liability Waiver:**
 - Pneuma and Galleria Frilli are not liable for any damage or loss of artwork.
- **Exclusivity:**
 - The artwork submitted is exclusive to this exhibition for its duration and is not to be displayed or sold elsewhere during or before this period.
- **Compliance:**
 - You agree to comply with all logistical arrangements, including delivery, installation, and pick-up schedules.
 - Failure to adhere to this agreement will result in exclusion from this exhibition and possible future Pneuma Member Exhibitions.

NON-DISPLAY AGREEMENT

This Non-Display Agreement ("Agreement") is entered by and between the **Pneuma Art Foundation** "Pneuma" and Frilli Gallery "Frilli", and the submitting "Artist" as indicated on the submission form.

PURPOSE

The purpose of this Agreement is to ensure that the artworks created for the "Porta Paradisi" exhibit ("Exhibit") remain exclusive and are not displayed or disclosed publicly prior to the Exhibit or without Pneuma or Frilli's express written approval.

1. Scope of Work

The Artist agrees that all artworks ("Works") created for the Exhibit, including but not limited to sketches, drafts, completed pieces, and associated materials, will not be publicly displayed, exhibited, or shared in full or in part without the prior written consent of Pneuma or Frilli.

2. Prohibition on Public Display

The Artist agrees not to:

- Display, exhibit, or sell the Works in any physical or digital venue, including but not limited to galleries, museums, private collections, social media, websites, or online marketplaces, prior to the opening of the Exhibit.
- Share images or details of the full Works publicly or privately unless explicitly authorized by Pneuma and Frilli in writing.

3. Exceptions

The following activities are permitted, provided they are approved in writing by Pneuma or Frilli:

- Sharing partial, cropped, or detail images of the Works for promotional purposes.

- Displaying Works in private, non-public meetings for funding or logistical discussions.

4. Approval Process

Any request to display, share, or exhibit the Works prior to the Exhibit must be submitted in writing to Pneuma or Frilli for approval. Pneuma will provide a response within seven (7) business days.

5. Confidentiality

The Artist agrees to maintain confidentiality regarding any proprietary information about the Exhibit shared by Pneuma, including but not limited to plans, themes, designs, and other artists' contributions.

6. Duration

This Agreement shall remain in effect until the conclusion of the Exhibit or until Pneuma provides written confirmation that the restriction is lifted, whichever occurs later.

7. Ownership and Intellectual Property

The Artist retains all intellectual property rights to their Works. This Agreement does not transfer ownership but restricts public display as outlined herein.

8. Breach and Remedies

Failure to adhere to this agreement will result in exclusion from this exhibition and possible future Pneuma Member Exhibitions.