



Carmela Loiacono is proud to present the selection for the collective exhibition:

## CREACTION

April 15 to May 4, 2025

### THE CONCEPT

Every piece of art is the fruit of human expression and the creativity of the individual artist.

Creativity can be defined as the result of complementarities, between deduction and intuition, between reason and imagination, between emotion and reflection, between divergent thinking (producing many different possible ideas and solutions) and convergent thinking (reaching a single, correct answer to a problem).

Creativity arises above all from the physical and mental action that the artist performs during the artistic process.

Every artist creates his or her works by following emotions, moods and life experiences, and through the application of techniques, shapes, colours, lights, words and sounds, manages to convey an emotional message that can be understood and interpreted directly or indirectly by the observer. This emotional connection can arouse a range of emotions and feelings involving those who relate to art.

Therefore, artists are invited to reflect on the idea of creativity, based on the relationship between the external world and their own inner world, allowing themselves to be inspired by a dualism made up of differences and assonances that create the action necessary to realise new possible horizons.

**DEADLINE FOR THE APPLICATION: March 29, 2025.**

Dr. Carmela Loiacono, Art Historian & Independent Curator

E-mail: [carmelaloiacono.arthistorian@gmail.com](mailto:carmelaloiacono.arthistorian@gmail.com) | [www.carmelaloiaconoarthistorian.com](http://www.carmelaloiaconoarthistorian.com)

## **TERMS OF PARTICIPATION**

The selection is open to a single artist or a collective of artists in these following categories:

Painting, Photography, Sculpture, Illustration, Video art and Performance art.

All artists are invited to submit their works. To take part in the selection, send your works' submissions with a CV/biography, some still images (for video art), links to videos/films/performances and pictures via e-mail to [carmelaloiacono.arthistorian@gmail.com](mailto:carmelaloiacono.arthistorian@gmail.com)

Artists interested in taking part in the events are free to be sponsored and supported by institutions, organizations, governments and their representatives; the logos of their sponsors will be included in all the communication (digital and print) of the events.

The submission proposal is free. The participation in the exhibition requires an entry fee ONLY for selected artists, that will be communicated after the selection based on the works selected.

The participation fee covers the following services:

- Logistics management of the exhibition by the curator.
- Rental costs of the exhibition venue.
- Mounting and dismounting of all artworks for the exhibition.
- Assisting with customs formalities, international shipping and local transport.
- Assistance in finding accommodation and/or city experiences.
- Design and printing of posters, flyers and labels.
- Certificates of participation for each artist selected in pdf format.
- Dedicated article with interview and artworks published on website and social media.
- Global and local press office, press, banners, etc., advertising on local and national art websites, and social media, etc.
- Realization of the exhibition page and dedicated press office.
- Exhibitions opening ceremony with food and drinks.

The participation fee will be paid ONLY upon selection.

The terms of payment will be made known only to selected participants and in private.

## **THE SHIPPING**

Each participant artist will be responsible for getting the works to their destination and for their return. The modalities will be communicated to the participating artists after the selection.

Dr. Carmela Loiacono, Art Historian & Independent Curator

E-mail: [carmelaloiacono.arthistorian@gmail.com](mailto:carmelaloiacono.arthistorian@gmail.com) | [www.carmelaloiaconoarthistorian.com](http://www.carmelaloiaconoarthistorian.com)