



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

CREACTION – The 2nd Edition

December 12-19, 2026, at CASA CAVA in Matera (Italy)

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: November 20, 2026

Dr. Carmela Loiacono, Art Historian & Independent Curator

E-mail: carmelaloiacono.arthistorian@gmail.com | www.carmelaloiaconoarthistorian.com

HOW TO APPLY

1) Who Can Apply

Artists and collectives, both Italian and international, working in painting, photography, sculpture, video art, installation and performance.

2) Submission guidelines

Applicants should provide:

- Artist statement / biography (max 250 words).
- Artwork description (max 300 words), including title, year, medium, dimensions, and any technical/logistical requirements.
- Visual or video documentation of the video art, performance (high-resolution images, video links or digital files).
- Portfolio or website link (if available).

Artists may be sponsored or supported by institutions, organizations, governments, or representatives. Sponsor logos will be included in all exhibition communication (digital and print).

3) Deadline for applications

November 20, 2026 (11:59 PM – your local time)

Submissions must be sent to: carmelaloiacono.arthistorian@gmail.com

4) The submission proposal is free. A participation fee is required only for selected artists.

The fee will be communicated after selection, and it will depend on the size of the selected works. The participation for performance art is free during the opening of the exhibition. (All the details and methods will be discussed after the selection process).

Please note. Only artists who successfully pass the selection process will receive an official notification via email.

5) Participation Fee Covers

- Logistics management of the exhibition by the curator.
- Rental costs of the exhibition venue.
- Mounting and dismounting of all artworks for the exhibition.
- Assistance 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 for each artist selected 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.

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The participation fee will be paid ONLY upon selection. Payment details will be shared privately with selected artists.

6) The Shipment

Artists are responsible for shipping their works to and from the exhibition venue. Detailed instructions will be provided after selection.

Deadline for applications is November 20, 2026 (11.59 PM your local time)

For further information or inquiries, please contact me by e-mail or by message on Instagram.

I look forward to receiving your proposals!

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