

CÈRAMICA 2026 – OPEN CALL A

EXHIBITOR APPLICATIONS FOR THE CURATED CERAMICS FAIR

Montelupo Fiorentino | December 2026

CALL FOR APPLICATIONS

Subject: Selection of exhibitors to participate in the Curated Ceramics Fair as part of Cèramica 2026.

The Municipality of Montelupo Fiorentino

in implementation of Municipal Executive Committee Resolution No. 80 of 18 June 2026

HEREBY ANNOUNCES

that a public call for applications is being launched to select exhibitors for the Curated Ceramics Fair held as part of Cèramica 2026, pursuant to Tuscany Regional Law No. 62 of 23 November 2018.

1. Scope

1. This Call governs the selection of economic operators for the temporary allocation of exhibition spaces for participation in the Curated Ceramics Fair, organised as part of Cèramica 2026 pursuant to Tuscany Regional Law No. 62 of 23 November 2018.
2. The Curated Ceramics Fair is being established on a pilot basis in the historic centre of Montelupo Fiorentino and will take place in the following areas: Corso G. Garibaldi, Piazza della Libertà, Via XX Settembre and Piazza G. Centi. The exhibition spaces are shown in the site plan attached to this Call (Annex B) and in the Technical Information document (Annex C). The concessions will be temporary and valid solely for the duration of the event.
3. The Fair comprises a number of exhibition spaces. For the purposes of this Call, an “exhibition space” means the public space granted to an economic operator for carrying out activities connected with the Fair. The Municipality will provide each operator with a wooden booth located within the assigned area; the specifications of these structures are set out in Annex C.
4. Please note that the exhibition spaces located in Corso G. Garibaldi are reserved as a priority for the project promoted by Fondazione Ceramica Montelupo to enhance and promote local ceramic production. These spaces will be allocated in accordance with this Call only if any remain available once the Foundation’s selection procedure has been completed.
5. This Call sets out the eligibility requirements, application procedure, evaluation criteria and method for drawing up the ranking list.

2. Event dates and opening hours

1. The Curated Ceramics Fair will take place on the following dates and at the following times:
 - **First weekend:** 5, 6, 7 and 8 December, from 10:00 a.m. to 8:00 p.m.;
 - **Second weekend:** 12 and 13 December, from 10:00 a.m. to 8:00 p.m.;
 - **Third weekend:** 19 and 20 December, from 10:00 a.m. to 8:00 p.m.
2. In the application form, each applicant may indicate one or more weekends for which they wish to apply for an exhibition space.
3. Participation for individual days only is not permitted.
4. The exhibition spaces will be equipped with wooden booths for exhibitors, as described in Annex C. That document also contains information on set-up and dismantling procedures and on the services available to exhibitors.

3. Eligibility requirements

Economic operators may apply if, on the date the application is submitted, they meet the following requirements. Applicants must:

- a) be Italian citizens, citizens of a Member State of the European Union, or nationals of a non-EU country holding a valid residence permit or a receipt confirming that an application for renewal has been submitted;
- b) meet one of the following condition. Applicants must:
 - be registered with the Business Register of the Chamber of Commerce, Industry, Crafts and Agriculture, or with the Register of the Provincial Commissions for Crafts, for activities consistent with the scope of the event;
 - or*
 - hold an authorisation to trade in public spaces, either on an itinerant basis or from a fixed pitch, valid throughout Italy, for activities consistent with the event programme;
 - or*
 - hold an equivalent licence or authorisation issued by another country.

Any other qualifications or authorisations will be assessed by the Municipality during the administrative review of the application.

- c) meet the good-repute and professional requirements prescribed by applicable law, failing which the allocation of the exhibition space will be revoked;
- d) hold documentary evidence of third-party liability insurance covering the activity concerned. Applicants who do not yet hold such insurance may declare in the application that they undertake to obtain it before the event begins;
- e) be fully compliant with all statutory social security and tax obligations, as well as with the payment of any public-space occupancy fees due to the Municipality of Montelupo Fiorentino.

All the above requirements must be met on the date the application is submitted. If any requirement ceases to be met while the ranking list remains valid, any temporary concession already granted will be revoked and/or the applicant will be removed from the ranking list.

4. Application procedure

1. Applications must be completed using the form attached to this Call (Annex D) and must be received no later than 30 September 2026. Applications received after this deadline will be inadmissible.
2. The application must be digitally signed or signed by hand and accompanied by a copy of a valid identity document. It must include the required €16.00 revenue stamp and be submitted by certified email (PEC – Italian certified email) to:

comune.montelupo-fiorentino@postacert.toscana.it

3. Applications received after the deadline, unsigned applications, incomplete applications, or applications not accompanied by the required documentation will be declared inadmissible.
4. Applicants must indicate in the application the number of weekends, and the specific weekends, for which they wish to participate.
5. Applicants acknowledge that, if placed in a position on the ranking list that qualifies them for an exhibition space, the temporary concession will be issued only after payment through the PagoPA system of a flat-rate fee of €25.00 for each day of participation. Payment must be made by the deadline to be communicated by the Municipality.

This is without prejudice to Article 52(1)(z) of the Municipality of Montelupo Fiorentino's "Regulation governing the property fee for the occupation of public land, advertising displays and the market fee". That provision grants an exemption for temporary occupations by commercial or craft businesses

located in zones 1 and 2 of the historic centre, selling ceramics, glass, antiques or artistic products, where the occupied area does not exceed 8 sq. m.

6. The following documents must be attached to the application:

- a brief description of the business or studio;
- a brief description of the ceramic practice and production processes;
- photographic documentation of the works proposed for exhibition (maximum five photographs);
- illustrative documentation showing the proposed exhibition-space set-up. Photographs of displays created for previous events may also be submitted;
- two photographs representative of the applicant's ceramic practice, to be used, if selected, on the event website and social media channels (square format, 1080 × 1080 pixels);
- a description of five to six lines for publication on the event website and social media channels.

5. Selection criteria

1. A Selection Committee, which will include experts in artistic and craft ceramics, will assess the alignment of the activities proposed by applicants with the aims and cultural programme of the event.
2. The ranking list will be drawn up on the basis of the following criteria, for a maximum total score of 100 points:
 - **Length of registration** with the Business Register or the Register of the Provincial Commissions for Crafts:
 - up to 5 years: 10 points;
 - more than 5 years: 15 points.
 - **Applicant under 35:** the owner is under 35 or, in the case of a company, the majority of its members or shareholders are under 35: 5 points;
 - **Participation in more than one weekend:** up to 20 points;
 - **Alignment with the event programme:** up to 60 points, assessed on the basis of the following elements:
 - exploration of form and materials;
 - stylistic and decorative coherence;
 - originality of the works and techniques used;
 - quality and approach of the exhibition-space set-up.

6. Allocation of exhibition spaces

1. The Selection Committee will allocate the exhibition spaces in accordance with the approved ranking list, taking into account the weekends requested by applicants and the organisational requirements of the event.
2. Within five days of publication of the ranking list and the allocation of exhibition spaces, applicants may submit comments or reasoned requests to move to a different exhibition space. Such requests will be considered insofar as they are compatible with the organisational requirements of the event.
3. Successful applicants who are no longer able to participate due to circumstances arising after selection must promptly notify the Municipality in writing, stating the reasons for withdrawing. In the event of withdrawal, the exhibition space will be offered to the next applicant on the ranking list, continuing in order until the list is exhausted.
4. Participation fees already paid will not be refunded.

7. Final provisions

1. The ranking lists and temporary concessions for exhibition spaces are valid solely for Cèramica 2026 and do not confer preferential status or any right of priority for subsequent editions.
2. For any matter not expressly governed by this Call, the provisions of Tuscany Regional Law No. 62 of 23 November 2018, as subsequently amended and supplemented, and the Municipal Regulation on trade in public spaces, approved by Municipal Council Resolution No. 9 of 19 February 2026, will apply.

8. Processing of personal data

1. Pursuant to Regulation (EU) 2016/679 (GDPR), participants are hereby informed that the personal data they provide will be processed by the Municipality of Montelupo Fiorentino solely for purposes connected with this selection procedure.
2. The Municipality of Montelupo Fiorentino, as Data Controller, with registered office at Viale Cento Fiori 34, Montelupo Fiorentino, will process the data primarily by electronic and digital means, in accordance with the principles of lawfulness, fairness and transparency, for the performance of the institutional functions connected with the management of the selection procedure.
3. The data will be retained for the time required to complete the procedure and thereafter in accordance with the legislation governing the retention of administrative records.
4. Data subjects may exercise the rights provided for in Articles 15 et seq. of Regulation (EU) 2016/679 and may lodge a complaint with the Italian Data Protection Authority.
5. The Data Protection Officer (DPO) of the Municipality of Montelupo Fiorentino is SI.QU.AM S.r.l., which may be contacted by email at dpo@comune.montelupo-fiorentino.fi.it.

9. Information about the procedure

1. The officer responsible for the procedure is Dr Elena Corsinovi.
2. For information and clarification, please contact the SUAP Office by telephone on +39 0571 917578 or +39 0571 917508, or by email at suap@comune.montelupo-fiorentino.fi.it.
3. This Call, the application forms and the related annexes are published on the official website of the Municipality of Montelupo Fiorentino.