



BARCELONA ART JEWELLERY & OBJECTS
Artesania Catalunya | Sept 19 to Nov 01 | 2020
www.joyabarcelona.com

Dear Artists,

Following the recommendations of the Spanish Government and the Disseny HUB Barcelona, this year we will not celebrate a fair with high concentration of public in order to protect the exhibitors and the general public from getting infected with COVID-19. Due to the actual circumstances, we had to change our format of event this year.

The format for this edition will be adapted for the new rules, respecting the safety of the public that will attend and promoting as much as we can online.

NEW DEADLINE MAY 20th.

This will be the dynamic for this edition:

1. **BARCELONA** - After the selection (following the rules of the previous OPEN CALL), the artists will send 5 pieces of the collection to JOYA Barcelona office.
2. **OFFLINE PROMOTION** - The team will work with this pieces with:
 - a. International editorials - magazines and newspapers
 - b. Art Jewellery films/videos
3. **JOYA MAGAZINE** - We will prepare the printed JOYA Magazine with the editorials and the information of participants of the event, send by mail to the participants. Besides we will send the online version to our database of international galleries and museums.
4. **ONLINE PROMOTION** -The artist will be promoted online: website, Instagram, Facebook, Klimt02, etc.
5. **PRESS CLIPPING** - We will send the press clipping via ISSUE online with all the publications offline and online in December.
6. **EXHIBITION** - An exhibition with the 5 pieces will be made from **September 19th to November 01st at ARTESANIA CATALUNYA** – Crafts Museum: Carrer dels Banys Nous 11, 08002, Barcelona. The Crafts Museum is at the Gothic neighborhood.
7. **PREVIEW FOR GALLERIES AND MUSEUMS** – We will send the pictures of the pieces and information about the artists to galleries and museums, the pieces they will select will be reserve and not take part of the auction. The selected pieces will be send directly to them.
8. **ONLINE AUCTION** - At the beginning of the exhibition, the pieces that were not selected by galleries or museums will take part of an Online Auction on

KLIMT02.net, in case the piece is sold - the total amount will be transferred to the artist - and the organization will send the piece directly to the buyer once the exhibition is finished.

9. **NEW FEE** – We will make a special price for the new format – **375 euros + VAT**. This is for individual artist application.

With this new format, we follow our goals - the promotion of the art jewellery field but also respecting the present times. The team will make a huge effort to keep the community shining, offering our professional expertise and wishing for the best results in communication and financially.

Best wishes and stay safe!
JOYA TEAM