

THE PROJECT PHM | PIEMONTE HANDMADE

In addition to the application for the exhibition space in the Galleries Section of the 8th edition of Operæ (**3-5 November 2017, preview 2 November**), Design Galleries can apply to the project **PHM | Piemonte Handmade**.

[Here](#) more info about the 2016 edition.

Please find below a short description of the terms and conditions of participation of **PHM | Piemonte Handmade 2017**:

- **PHM | Piemonte Handmade** gives ten selected galleries the opportunity to pick (together with Operæ) a designer, who will work with a Piedmontese artisan (selected by the Organisation) on the production of an object/collection of objects to be presented in preview at the 8th edition of Operæ, within the Piemonte Handmade exhibition
- The gallery will follow the design and production phases that will lead to the creation of the object
- The first meeting among the gallery owner/designer/craftsman will take place at the artisan's workshop by the month of July 2017
- The artisan and the designer give the object to the gallery for its sale to third parties
- In case the gallery is able to sell the object, it will be asked to recognise the **20%** of the selling price to the craftsman.
At the expiration of the fourth year (i.e. from November 2021), if the work is not sold it will become property of the craftsman
- The conditions for possible reproduction of the work will be agreed between the gallery and the artisan
- To participate in the project PHM | Piemonte Handmade the gallery has to exhibit in the Galleries Section 2017
- The gallery will be included in the catalogue and all the communication activities undertaken by the Organisation (press office, website, social media, communication and signage on site)
- The details regulating the relationship amongst gallery, designer and artisan within the project **PHM | Piemonte Handmade 2017** will be subject to a dedicated contract between the parties draft by the Organisation, which the gallery will view during the registration stage
- The participation fee is **€ 500,00 + VAT**