

# **FRANCE - MARSEILLE**

## **La Cartonnerie**

### **ART-O-RAMA**

**August 30 - September 7**



Art-O-Rama was created in 2007 by Gaïd Beaulieu-Lambert and Jérôme Pantalacci as an alternative to the traditional format of the major international contemporary art fairs that mark out the exhibition season for the galleries taking part, and which often, due in part to their size, become chilly devices with no special link to the place where they are held, or even to the relationships between those involved – gallerists, collectors, curators and journalists

– who jump from plane to plane as if they were always in the same place, from one time zone to another, across the world.

From the small scale of the fair – the maximum number of galleries invited to exhibit is set at 20 – all the way to the rules of participation – they are asked to come up with a space specifically designed for the work or works selected for the project – Art-O-Rama presents itself as a unique, original setting in which to see, buy, or simply talk about contemporary art, without the intimidatingly Rabelaisian dimensions of an international expo hall.

[art-o-rama.fr](http://art-o-rama.fr)