



Application Form

FOR GALLERIES & DESIGN STUDIOS

An invitation to exhibit at the founding edition of the first international art & design show centred on *queer artists*.

EDITION

Founding Edition — I

VENUE

Le Carreau du Temple
4 Rue Eugène Spuller, 75003 Paris

ISSUED BY

The Norm & *nouveaumessage*, on behalf of QADS

DATES

13–16 June 2027

ELIGIBLE APPLICANTS

Galleries & design studios with a record of exhibiting queer artists

APPLICATIONS CLOSE

20 November 2026. Notification by 15 December 2026.

§ 01 About QADS

QADS — the Queer Art & Design Show — is the first international art and design show centred on *queer artists*, founded by Erick Ricardo Acosta, director of The Norm — a global queer cultural agency connecting artists, brands, and audiences through strategic collaborations that create cultural relevance and commercial value. Partnered with Benjamin Héliion-Guggenheim, associate director of AKAA art Fair, and founder of *nouveaumessage* — an independent French communications group specialized in narratives for art, culture, fashion, and luxury.

While LGBTQIA+ creatives have shaped art, fashion and design for generations, no international platform has gathered galleries, artists, brands, collectors and institutions under a single roof in their name. The founding edition convenes 26 galleries and design studios and more than fifty artists across four days at Le Carreau du Temple, in the heart of Le Marais.

It is conceived not as a traditional fair but as a cultural destination — a place where art, design, fashion, photography, talks and performance converge, before an audience of collectors, institutions and cultural leaders at the intersection of culture, luxury and influence.

26 GALLERIES & STUDIOS	50+ ARTISTS	4 DAYS	500+ COLLECTORS & VIPS	5M+ MEDIA REACH
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Projected figures, founding edition.

— WHO ATTENDS

QADS convenes a highly engaged audience at the intersection of culture, luxury, creativity and influence — collectors & patrons, luxury consumers, creative professionals, the fashion & design industries, galleries & institutions, international media, and LGBTQIA+ communities & allies.

i *Community*

A first home for the queer artistic scene — galleries, studios, artists, collectors and institutions convened, for once, in their own name.

iii *Allyship*

QADS is built with allies as well as members. Commitment to queer artists, demonstrated over time, is what earns a place here.

ii *Elevation*

To platform and elevate queer artists at the highest level of presentation, criticism and the market — not at the margins, but at the centre.

iv *Credibility*

A founding committee drawn from established international fairs and institutions, and the structure of a serious art event.

§ 02 **A Show Built Around You**

QADS brings together the best of an international art fair — a selected roster of exhibitors, dedicated stands, a collector and VIP programme, a full opening week — and builds something more around it. We call it a Show because, here, the exhibitors and their artists are the central act.

The word Show belongs to the language of fashion, and that is intentional. Around your stand we stage four days of performance, fashion-house partnerships and live programming — staged to draw a culturally influential audience to your artists, and to hold them there.

The structure of a fair. The energy of a show. The spotlight on you.

For exhibitors, this means your presentation sits at the centre of a richer cultural programme: talks, performance and brand activations designed to bring collectors, press and institutions directly to your stand — and to the work you came to sell.

§ 03 Curatorial Premise: Around the Queer Artist

QADS is built around the queer artist. The Show exists to support, platform and elevate the queer artistic scene — not to prescribe what queer work must look like.

3.1 – THE WORK NEED NOT BE QUEER

An artist's practice need not address queerness in its subject or its form. Abstract expressionism, ceramics, figurative painting, photography, industrial or furniture design — every discipline qualifies. What is required is that the artist self-identifies as a member of the LGBTQIA+ community. QADS centres the artist, not a theme.

3.2 – ALLYSHIP · ON THE GALLERIES & STUDIOS

QADS believes in allyship. The principals, owners or directors of an applying gallery or design studio are not required to identify as LGBTQIA+ themselves. They are, however, required to demonstrate a sustained commitment to queer artists — evidenced by a record of having exhibited, represented or platformed queer-identifying artists prior to application.

3.3 – THE CONDITION OF ELIGIBILITY

Accordingly, every applicant must name at least one queer-identifying artist they have represented or exhibited, and list the corresponding exhibition(s) — title, venue and dates. This record is a condition of eligibility, not a formality, and is captured in Form § 11, Section 2.

3.4 – SELF-DECLARATION & DIGNITY

Membership of the LGBTQIA+ community is established by the artist's own self-declaration. QADS neither requests, requires nor assesses proof of any person's identity, and no applicant should do so. By naming an artist, the applicant confirms that it does so with that artist's knowledge and consent.

§ 04 Eligibility Criteria

To be considered for the founding edition, an applicant must satisfy each of the following. Applications that do not meet § 04.2 will not proceed to committee review.

- 4.1 **Standing.** The applicant is an established gallery or design studio with a demonstrable, ongoing exhibition or representation programme.
 - 4.2 **Record of allyship.** The applicant has exhibited, represented or platformed at least one self-identifying LGBTQIA+ artist, evidenced in accordance with § 03.3. *This is mandatory.*
 - 4.3 **Proposed presentation.** The presentation proposed for QADS centres the work of one or more queer-identifying artists, in any discipline or style.
 - 4.4 **Capacity.** The applicant can meet the commercial, operational and contractual terms set out in § 08.
 - 4.5 **Conduct.** The applicant accepts and will uphold the QADS Code of Conduct (§ 09).
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§ 05 What to Submit

A complete application comprises the items below. Incomplete applications will not be reviewed.

- 01 **Gallery / studio profile.** History, location, and a summary of the exhibition or representation programme.
 - 02 **Queer artist & exhibition record.** At least one represented or exhibited queer-identifying artist, with the show title, venue and dates (Form § 11, Section 2).
 - 03 **Proposed QADS presentation.** The artist(s), an outline of the works and concept, and an indicative installation plan.
 - 04 **Stand category preference.** First and second choice from the categories in § 06.
 - 05 **Visual material.** Up to ten images of proposed or representative works, plus a portfolio or website link.
 - 06 **References.** Up to two institutional or curatorial references (optional, but encouraged).
 - 07 **Signed declaration.** The applicant declaration at § 10, dated and signed.
 - 08 **Application fee.** €400 (excl. VAT). Non-refundable, payable on submission (§ 08.1).
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Stand Categories & Allocation

The founding edition offers a total of 520 m² of leasable stand space, allocated across 26 exhibiting entities — galleries and design studios — for an average footprint of 20 m² each. Space is offered in three categories, priced from €500 per m² (excl. VAT).

520 m² TOTAL LEASABLE SPACE	26 EXHIBITING ENTITIES	20 m² AVERAGE FOOTPRINT
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CAT.	DESIGNATION	FOOTPRINT	STANDS	AREA
A	Grand Salon Premier presentations & partner-scale projects	21–25 m ²	8	200 m ²
B	Galerie Group & two-artist presentations	16–20 m ²	10	200 m ²
C	Cabinet Focused, solo & emerging presentations	12–15 m ²	8	120 m ²
—	Total	—	26	520 m ²

Indicative allocation. Stand counts shown reach the upper bound of each category band (8 × 25 + 10 × 20 + 8 × 15 = 520 m²). Final dimensions are assigned per stand, within the stated band, at the artistic director's discretion.

CATEGORY	FOOTPRINT	RATE	STAND FEE (EXCL. VAT)
A · Grand Salon	21–25 m ²	€500 / m ²	€10,500 – €12,500
B · Galerie	16–20 m ²	€500 / m ²	€8,000 – €10,000
C · Cabinet	12–15 m ²	€500 / m ²	€6,000 – €7,500

All rates €500 / m², excl. VAT. The exact stand fee is fixed on the final dimensions assigned within the category band.
Payment is made in three instalments per § 08.3.

– INCLUDED WITH EACH STAND

CATEGORY	EXHIBITOR PASSES	VIP & COLLECTOR INVITATIONS
A · Grand Salon	4	20
B · Galerie	3	15
C · Cabinet	2	10

Plus a shell scheme, base lighting, fascia signage and directory listing (§ 08.2). Exhibitor passes give full-run access for stand staff; VIP & collector invitations are single-use cards admitting the gallery's own guests to the Show and opening week.

§ 07 Selection Process

Applications are assessed by an independent QADS Selection Committee — a panel of neutral, third-party art professionals appointed for their expertise and their independence from the organisation. Its members are drawn from outside QADS and its participating galleries, and may include curators, collectors, museum directors, writers and art advisers of international standing.

Independent & neutral

No member sits within the QADS organisation or exhibits in the Show. Members are unaffiliated with applying galleries and recuse themselves from any potential conflict.

Recognised expertise

Each is a respected voice in art or design — curators, collectors, museum directors, writers and advisers whose judgement safeguards the quality of the Show.

The full membership of the Committee is being finalised and will be announced ahead of the selection round. The artistic director chairs the process and holds the final curatorial decision.

7.1 – CRITERIA OF ASSESSMENT

- a **Eligibility & allyship record** — satisfaction of § 04, in particular the documented record of exhibiting queer artists.
 - b **Curatorial strength** — the quality, ambition and coherence of the proposed presentation.
 - c **Contribution to the scene** — the applicant's standing and contribution to queer artistic practice.
 - d **Fit** — the contribution the presentation makes to the balance and character of the founding edition.
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7.2 – INDICATIVE CALENDAR

By 20 Nov '26	Applications close — final deadline for the founding edition.
By 15 Dec '26	Notification — all applicants notified.
Dec '26 – Jan '27	Contract & stand assignment — category, dimensions and fee confirmed on signature.
15 Jan '27	First instalment — 40% of the stand fee, on signature (\$ 08.3).
31 Mar '27	Second instalment — 30% of the stand fee (\$ 08.3).
15 Apr '27	Artist list & programme announced — public reveal of the founding edition.
23 May '27	Final instalment — 30%, three weeks before opening (\$ 08.3).
13–16 Jun '27	QADS Founding Edition — Le Carreau du Temple, Paris.

Decisions of the Selection Committee are final and are made at its sole discretion. The Committee is not obliged to provide reasons.

The following terms govern participation. Acceptance of an offer to exhibit, and execution of the exhibitor contract, constitutes agreement to these terms in full.

8.1 Application fee. A non-refundable application fee of €400 (excl. VAT) is payable on submission. French VAT is added where chargeable. The fee is non-refundable regardless of outcome. No place is reserved or implied until a written offer is issued and the exhibitor contract executed.

8.2 Stand fee. The stand fee is set by category (§ 06) and confirmed in the offer. It includes the allocated floor area, a standard shell scheme, base lighting, fascia signage, listing in the official directory, and the pass allocation set out in § 06.

8.3 Payment schedule. The stand fee is payable in three instalments, each due on the date stated: 40% by 15 January 2027 (on signature, to secure the stand), 30% by 31 March 2027, and the final 30% by 23 May 2027 (three weeks before the inauguration). Places not secured by the first instalment by its due date may be reallocated.

8.4 Exclusions. Transport, customs, framing, special construction, AV, additional furniture, insurance and travel are the exhibitor's responsibility unless agreed in writing.

8.5 Cancellation. Withdrawal after contract incurs charges: instalments paid are non-refundable, and 50% of the stand fee is due if notice is given before the second instalment, rising to 100% thereafter. Notice must be given in writing.

8.6 Insurance. The exhibitor shall carry public-liability cover and all-risks insurance on its own works and property for the full duration, including build-up and dismantle.

8.7 Liability. Neither QADS, The Norm, *nouveaumessage* nor the venue is liable for loss of or damage to exhibitor works or property, howsoever caused, save for liability that cannot be excluded by law.

8.8 Force majeure. Neither party is liable for failure to perform arising from events beyond its reasonable control. The organiser may postpone, relocate or curtail the Show; fees may be carried forward in such event.

8.9 Image & IP rights. The exhibitor warrants it holds the rights to all submitted material and grants QADS a non-exclusive licence to reproduce it for the promotion of the Show, with customary credit.

8.10 Data protection. Personal data is processed by The Norm and *nouveaumessage* as joint controllers in accordance with the GDPR, solely for the administration and promotion of QADS. Where the applicant provides information identifying an artist as a member of the LGBTQIA+ community — a special category of data — the applicant warrants that it does so with that artist's consent.

8.11 Compliance. The exhibitor shall observe all venue regulations, health-and-safety rules and the published build-up and dismantle schedule.

8.12 Default. Failure to pay any instalment by its due date entitles the organiser to treat the stand as forfeit, to reallocate it, and to retain sums already paid.

8.13 Sub-letting & assignment. The stand may not be shared, sub-let, assigned or transferred, in whole or in part, without the organiser's prior written consent. Stand location is allocated at the organiser's discretion, having regard to the preferences expressed.

8.14 Indicative figures. Audience, attendance and media figures stated in this application form are good-faith projections for the founding edition and do not constitute a representation, warranty or guarantee. Participation does not guarantee sales.

8.15 Governing law. This application form and any resulting contract are governed by French law. The courts of Paris have exclusive jurisdiction. In the event of discrepancy, the French-language contract prevails.

§ 09 Code of Conduct

QADS is a safe, affirming and professional space for the queer artistic community and its allies. By exhibiting, the applicant and its representatives agree to uphold an environment free of discrimination, harassment or conduct that demeans any person on the basis of identity. The organiser reserves the right to remove, without refund, any party in serious breach of this code.

§ 10 Applicant Declaration

The undersigned, duly authorised to act for the applicant, declares that: (a) the information in this application is true and complete; (b) the named queer-identifying artist(s) and exhibition record at § 11 are accurate; (c) the applicant holds the rights to all submitted material; and (d) the applicant has read, understood and accepts the terms at § 08 and the Code of Conduct at § 09.

SIGNED

NAME & ROLE

FOR (GALLERY / STUDIO)

DATE

§ 11 Application Form

Please complete in full and return with the materials listed at § 05. Type or print legibly.

SECTION 1 – GALLERY / STUDIO IDENTIFICATION

1 / 4

GALLERY / STUDIO NAME

LEGAL ENTITY / FORM

YEAR FOUNDED

VAT / REGISTRATION NO.

REGISTERED ADDRESS

CITY

COUNTRY · WEBSITE

PRIMARY CONTACT – NAME · EMAIL · TELEPHONE

SECTION 2 – QUEER ARTIST & EXHIBITION RECORD (REQUIRED, § 03.3)

2 / 4

QUEER ARTIST (NAME)	DISCIPLINE	EXHIBITION TITLE	VENUE	DATES
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At least one row must be completed. Each named artist must self-identify as LGBTQIA+; the gallery / studio principals need not. (§ 03.2–3.3)

SECTION 3 – PROPOSED QADS PRESENTATION

3 / 4

ARTIST(S) PROPOSED

APPROX. NUMBER OF WORKS

CONCEPT / OUTLINE

INSTALLATION & SPECIAL REQUIREMENTS

A • Grand Salon 21–25 m ²	B • Galerie 16–20 m ²	C • Cabinet 12–15 m ²
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FIRST CHOICE	SECOND CHOICE

SUBMISSION & CONTACT ▼

Return the completed form (§ 11) with the materials listed at § 05 by 20 November 2026. Enquiries and submissions: art@qads.fr · The Norm & *nouveaumessage* — Cultural Agencies, Paris.

END OF APPLICATION FORM

QADS — Queer Art & Design Show

QADS / 2027 / CAND / 001 — THE NORM & NOUVEAUMESSAGE, PARIS