PARTICIPATION GUIDELINES

FORMA DESIGN FAIR MADRID — MARCH 3–7, 2027

Application deadline: September 30, 2026

INDEX:

1. General information.
2. Participation requirements.
3. Terms and rates.
4. Application process.
5. Participation decision.
6. Important dates.
7. Method of payment.
8. Exhibiting at FORMA.
9. Data protection.
10. Contact us.

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1. GENERAL INFORMATION

FORMA Design Fair Madrid is the international collectible design fair held in Spain. It centers on the figure of the designer and features exhibition proposals from galleries, studios, design publishers, showrooms, and designers presenting unique or limited-edition pieces.

This initiative of Madrid Design Festival, together with the Madrid City Council, will take place during art week, from March 3 to 7, 2027, at Nave Una and Central del Diseño, with the collaboration of Matadero Madrid and DIMAD. It celebrates its second edition and aims to stimulate and energize the design market by creating a meeting point where the players that make up this discipline can build relationships at an international level. In line with this objective, the fair brings the experience of this discipline closer to society.

2. PARTICIPATION REQUIREMENTS FOR FORMA Design Fair Madrid

To apply for participation in FORMA Design Fair Madrid, and without prejudice to the participation of the other entities referred to in Base 7 and the procedures and budgets set out in these Guidelines, applicants must meet the following requirement:

- Representation, as a gallery, collective, or brand, of a limited group of designers, or alternatively of artists working in the field of design.

3. TERMS AND RATES

To participate in FORMA Design Fair Madrid 2027, the financial terms and rates are detailed below:

- Application fee, which varies according to the square meters requested. This is a non-refundable amount, payable at the time the participation application for FORMA Design Fair Madrid is submitted (see Base 4, “Application process”):

Application fee prices:

- 40 m² space – €290 + VAT
- 30 m² space – €220 + VAT
- 20 m² space – €155 + VAT
- 10 m² space – €80 + VAT

All prices listed are exclusive of VAT.

- Rental price per square meter. Once applications have been assessed and the exhibitor’s participation in FORMA Design Fair Madrid has been confirmed, the exhibitor will decide on the space to be rented, with the following options and corresponding prices available:

Prices per m² of space:

- 10 m² – 19 m² space – €260/m² + VAT
- 20 m² – 29 m² space – €250/m² + VAT
- 30 m² – 39 m² space – €230/m² + VAT
- 40 m² or more – €220/m² + VAT

All prices listed are exclusive of VAT.

The following is **included** in the rental price per square meter for all spaces:

In general:

- Spaces of 10, 20, 30, or 40 m² according to the selected rental rate per square meter, in the DIMAD area or Nave Una (the location will be selected by the artistic direction).
- Floor carpeting to define the exhibitor's allocated space.
- 1 exhibition wall: an approximately 122 x 244 x 36.6 cm modular structure made of wooden slats, with an MDF finish on one side suitable for displaying artworks or products.
- The standard lighting fixtures, which will vary according to the square meters of the space contracted.
- Standard lighting and electrical outlets, which will vary according to the square meters of the space contracted.
- Fair signage in accordance with corporate aesthetics.
- Matadero Madrid Wi-Fi.
- Cleaning of common areas.
- Right to occupy the assigned space during the build-up, exhibition, and breakdown days of the show.
- Public liability insurance within the fair venue.

Passes and tickets:

- 5 exhibitor passes and 20 guest tickets.
- 20 tickets for the opening event.

Promotion and outreach

- Space on the FORMA Design Fair Madrid website.
- Inclusion in the social media campaign through the FORMA Design Fair Madrid and MADRID DESIGN FESTIVAL accounts.
- Presence in: the pocket map, newsletters, and the main distribution lists of both the festival's and the fair's databases.

Not included, by way of example and not limitation, in the rental price per square meter:

- Telephone connection.
- Additional light/power points.
- Stand furniture.
- Insurance on works/objects, which must be arranged by each gallery.
- Additional and/or external walls.
- Modifications to the stand or extra elements.
- Exhibitor parking.
- Bank charges or customs fees.
- Storage outside the stand.
- Transport of works before or after the fair.

Unless otherwise stated, any item not listed under the heading "Included in the rental price per square meter" will be considered excluded.

- Payment for extras. If exhibitors require them, we will assess the possibility of making the following additional services available, the prices of which can be found in the exhibitor guide that will be sent once proposals are accepted:
  - Additional spotlights and lighting.
  - Extra power points.
  - Wall painting.
  - Extra walls.
  - Wall reinforcements.
  - Additional furniture (tables, chairs, display cases, plinths, etc.).
  - The final size of the space may vary depending on the design and space available for the fair.
  - For any other service not specified on this list, please contact the FORMA Design Fair Madrid technical team, who will assess its feasibility and may offer it at the corresponding price.

4. APPLICATION PROCESS

To participate as an exhibitor in FORMA Design Fair Madrid, candidates who meet the requirements set out in Base 2 must submit an application through the FORMA website. The steps to follow are shown below:

1. Registration and payment of the application fee

Complete the online registration form on the FORMA website and pay the fee corresponding to the requested space, in accordance with the financial terms set out in Base 3.

Once payment has been made, you will receive an email with instructions to complete your application and submit the required documentation.

2. Submission of the application

Applicants must submit all the information and documentation required for the evaluation of their proposal within the established deadline.

Documentation must be received before September 30, 2026. Incomplete applications, or those received after the deadline, may not be admitted for evaluation.

3. Project evaluation

The artistic direction and the selection committee will evaluate the applications received in accordance with the criteria set out in these Guidelines.

4. Communication of results

The organization will inform each applicant of the decision on their application, indicating whether the proposal has been accepted or not, and the steps to follow in each case.

If you have any questions during the registration process, you can write to us at forma@madriddesignfestival.com

Any modification to the application form by the applicant must be sent to the following email address: forma@madriddesignfestival.com

The documentation required in the application process is as follows:

- Registration form clearly indicating the type of space applied for and the number of square meters required for the project.
- For space applications:
  - Exhibitor profile.
  - Social media.
  - FORMA Design Fair Madrid project.
  - Track record of the space.
  - Images.
  - Acceptance of data protection terms.

5. PARTICIPATION DECISION

The artistic direction of FORMA Design Fair Madrid will review all proposals correctly submitted and completed by applicants.

The Committee makes its decisions freely and on its own responsibility. In making its decisions, it takes into account the information provided by the applicant, as well as information it holds as a result of its own experience and knowledge.

Deliberations, ratings, and rankings will be confidential, in accordance with the required terms and criteria (Base 8). The organization will inform each applicant of the decision made regarding their participation, whether positive or negative. The ranking obtained will be disclosed to the Applicant who requests it in writing.

The Organization reserves the right to admit applicants after the deadline, subject to space availability, compliance with the admission process described above, and payment of all amounts due and payable to date. The decision on admission will be made by the artistic direction through a summary process. In the event of non-admission, its decision will be final and non-appealable.

6. IMPORTANT DATES

- Receipt of proposals: until September 30, 2026.
- Selection committee decision: December 10, 2026.
- Official announcement of selected participants: December 14, 2026.

- First payment (50% of the allocated space): December 25, 2026.
- Second payment (remaining 50% of the allocated space): January 15, 2027.
- Final settlement of additional allocated square meters and contracted extra services: February 10, 2027.

FORMA Design Fair Madrid event

- Trade/professional opening: March 3 to 7, 2027.
- Opening to the general public: March 4 to 7, 2027.

7. METHOD OF PAYMENT

The payment terms for participating in FORMA Design Fair Madrid 2027 are as follows:

Application fee

The application fee must be paid at the time the official application form is completed. This amount is mandatory for processing the application and is non-refundable under any circumstances.

Space rental

The amount corresponding to the allocated space will be paid in two installments:

- First payment: 50% of the amount for the allocated space, before December 10, 2026.
- Second payment: remaining 50% of the amount for the allocated space, before January 15, 2027.

Making these payments will constitute the exhibitor’s acceptance of the assigned space and of these participation guidelines.

Final settlement of additional square meters and extra services

If the exhibitor requests additional square meters beyond those initially contracted, or contracts complementary services listed in the Exhibitor Manual, the organization will issue an additional invoice.

This invoice must be paid before February 10, 2027.

All payments will be made through the payment methods made available by the organization.

For further information on payment and cancellation terms, please see Base 8.

8. EXHIBITING AT FORMA Design Fair Madrid

Presence as an exhibitor at FORMA Design Fair Madrid is limited to galleries, publishers, specialized stores and showrooms, studios, and designers from the design and collectible design sector, as well as public or private institutions dedicated to design. The exhibition of pieces unrelated to collectible design is an exception that, in specific cases, may be considered by the management of FORMA Design Fair Madrid. The organization has also set aside spaces dedicated to publications, magazines, and online media. Each applicant must accept these guidelines and terms online.

Criteria for the allocation of spaces

The organization of FORMA Design Fair Madrid will allocate spaces provided that the applicant has met all the requirements, reserving the right to consider appropriate exceptions in accordance with the different areas it intends to create.

The criteria for the allocation of spaces will be based mainly on:

- The designers and works proposed in the application project.

- The quality and suitability of the project as a whole.
- The authenticity and quality of the work exhibited.
- The layout and presentation of the space in the context of the other proposals submitted, avoiding an excessive accumulation of works in any one space. The FORMA organization may order the removal of any work that does not meet these criteria.

Artistic direction

The artistic direction will be made up of professionals, cultural managers, and art curators specialized in the design sector, who will be responsible for evaluating the proposals submitted by applicants.

Payment terms

The final allocation of space will be communicated to the exhibitor once all payments have been made. Spaces assigned may be altered by FORMA Design Fair Madrid for technical reasons or for layout or safety criteria. Exhibitors' agreement will be expressed through payment of the space rental fee.

Tacit or express withdrawal by the exhibitor from participation will result in the loss of amounts already paid. FORMA Design Fair reserves the right to modify, shorten, extend, or change both the location and the dates of the exhibition, without this entailing the refund of amounts paid or generating any liability or obligation toward the exhibitor.

Any extra element or modification to the stand requested by the exhibitor will be charged additionally according to the rates stipulated and the information set out in the exhibitor manuals. Settlement of the amounts owed within the stipulated deadlines is an essential condition for authorizing the entry of works, materials, and objects.

Penalties for non-compliance

Payments not made within the stipulated deadlines will have an additional period of 10 calendar days to be regularized.

If, once this period has elapsed, the invoice has not been paid in full, a 5% surcharge will be applied to the outstanding amount.

If the exhibitor fails to make the payments relating to the contracting of the space, or fails to comply with any of the terms or conditions set out in these Guidelines, the exhibitor will be in breach of its contractual obligations and FORMA Design Fair Madrid will cancel its participation.

FORMA will be entitled not to refund the amounts paid to date.

The organization likewise reserves the right to reassign the allocated space to another exhibitor and to take any measures it deems appropriate to obtain compensation for the damages caused by such non-compliance.

Occupancy and services

Under no circumstances will the Organization be liable for errors, omissions, poor construction, or deficient provision of any of the requested services or others not specifically described, nor for omissions, production errors, layout errors, or others that may occur in the fair's program or website. Costs arising from the consumption of additional electrical power or other items not foreseen will be paid during the course of the fair. Full settlement of the costs incurred by each exhibitor is an essential condition for that exhibitor to be able to remove the works, materials, furniture, objects, and fittings from its corresponding space, and the exhibitor expressly waives any rights it might have arising from this temporary deposit until such settlement has been made.

Exhibitor obligations and responsibilities

FORMA Design Fair Madrid reserves the right to remove from the spaces any ornamental or decorative, promotional, communication, or advertising elements that, in its judgment, it considers

inappropriate because they are unsightly, foul-smelling, and/or noisy, given that the fair's policy is, above all, to ensure that each exhibition sector maintains a coherent aesthetic and is as balanced and attractive as possible.

The specific information about the spaces that will be sent to selected exhibitors will include guidelines on the customization of the space: permission from the Direction to change the color of the stand walls, the maximum size of text on the walls, etc.

The Technical Committee, and on its behalf the fair director, may reject an exhibitor and, where applicable, close its space, based on:

- Failure to comply with any of the General Rules of DIMAD (https://www.dimad.org/aviso-legal), Matadero Madrid (https://www.mataderomadrid.org/sites/default/files/media/document/2024/10/normas_de_acceso_matadero_hispanidad_2024.pdf), or these Specific Rules of FORMA Design Fair Madrid.
- Presentation of a program different from the one set out in the admission application.
- Presentation of works that do not meet the quality conditions required by the artistic direction.
- Presentation of works of dubious origin or counterfeit works.
- Presentation of goods unrelated to the subject matter of the fair, and more specifically to the relevant exhibition sector.
- Subletting or transfer of all or part of the space to other galleries or publishers.

For all of the above, the organization will ensure compliance with the provisions of the preceding section and will, where applicable, adopt the measures it deems appropriate to that end.

Exhibitors must provide the graphic and written information necessary for inclusion in the fair's communications no later than January 1, 2027; the Organization will not be held responsible if such information is not provided within the stated deadline.

Transport

FORMA Design Fair Madrid will not act as importer or exporter of works entering the fair venue. To ensure an efficient and trouble-free process for the shipping and receipt of works, we strongly recommend that artists, designers, and galleries use the services of specialized companies.

Build-up

FORMA Design Fair Madrid has specific construction rules. Exhibitors therefore agree to comply with them, expressly accepting them along with any supplementary instructions issued by the organization and its technical staff, as well as any instructions that may be issued by the management bodies of the fair venue. Build-up hours will run continuously on the days specified by the organization. Outside these days and hours, exhibitors and contractors will not be able to access the venue, nor will materials be allowed to be placed in the spaces.

Official fair-issued exhibitor cards will serve as the only valid document for stand personnel to access the fair venue during the build-up, exhibition, and breakdown periods, under the responsibility of the exhibitor issuing them.

FORMA Design Fair Madrid will provide common lighting for the space but will not be liable for losses or damages that may occur in the event of failure or interruption of any of the services. Exhibitors are not authorized to install their own power connections. They must also comply with safety, health, and fire regulations. The maximum height authorized for stands, along their perimeter line, will always be at the exhibitor's own expense. During build-up, exhibitors must follow the internal traffic instructions given by the technical staff. Materials may not be placed in the aisles in a way that hinders the passage of other exhibitors.

Packaging and all waste material must be removed by exhibitors before 10:00 a.m. on the day of the opening. Materials and packaging left behind after that time will be removed and destroyed by

the technical staff, at the exhibitor's expense. The location of electrical power outlets and access to firefighting equipment, hoses, extinguishers, alarms, etc. available at the venue must be respected, even where these fall within the contracted spaces, as must access to service areas and emergency exits.

Exhibition

FORMA will be responsible for keeping the common areas of the exhibition venue clean. Each exhibitor must take care of the maintenance of its own space, which must be kept in the condition in which it was delivered, it being understood that reasonable wear and tear may occur as a result of use.

An exhibitor presenting works unrelated to the subject matter of the event will lose its right to the allocated spaces, with the Organization reserving the right to retain the amounts already paid, as well as the option of offering that space to other companies, even if the amount for the allocated space has been paid in full, and the exhibitor will not be entitled to claim any compensation.

Any service not specified herein must be requested in writing from the Organization, which will respond according to availability. Public visiting hours will be duly announced to exhibitors and through the media. Access will only be permitted upon presentation of the corresponding ticket or invitation. Personnel holding an official exhibitor card may access the venue from half an hour before the scheduled public opening time and may not remain on the premises for more than fifteen minutes after the daily closing time. Responsibility for the issuance of such cards and any consequences arising from it will lie with the exhibitor. Prior express authorization from the Organization will be required both for the occupation of shared spaces and for assigning or subletting the contracted space, or part of it, with such authorization to be decided on a case-by-case basis.

Exhibited works must remain in the exhibitors' spaces throughout the days the fair is held, except for sold works, which must be registered with Organization staff upon leaving the fair. Along with the rest of their accreditation documents, on the first day of build-up the exhibitor will receive instructions for authorizing the "Release of Works." The "Release of Works" form must be duly completed and registered before a customer may leave the venue with a purchased work. The storage or display of hazardous, flammable, or explosive materials, noisy or unsanitary items, or items giving off unpleasant odors, and in general anything that may disturb other exhibitors or visitors, is not permitted. Sound demonstrations that may disturb other exhibitors are prohibited, and noise levels may not exceed 60 decibels. Audiovisual displays, flashing lights, and internal video circuits will be assessed within the space itself following prior consultation with the fair team, provided that viewing them requires remaining inside the space. Under no circumstances may they be placed at the edge of spaces facing the aisles, toward the outside.

Materials and objects may only be brought in during the course of the fair with individual permission from the Organization, exclusively during the hours specified in the corresponding permit. Exhibitors may, if they wish, close their spaces at night. The distribution of samples, brochures, flyers, and all kinds of printed material must take place within each exhibitor's own space and is subject to the fair's general rules. Advertising may not be ideological, political, or of a protest nature unrelated to the purpose of each space. The Organization reserves the right to select a sponsor for the fair, as well as to announce it through whatever means it deems appropriate.

Breakdown

The dismantling of installations and removal of works, materials, and objects from each space will take place within the schedule and deadlines indicated by the Organization for each edition. Works, materials, and objects not removed within the indicated period will be considered abandoned. The technical staff will proceed to destroy them at the exhibitor's expense, applying the corresponding fees and rates for the removal of materials, waste, and discarded objects.

Liability and insurance

It is the exhibitor's sole responsibility to adequately insure its artworks, stand materials, and any other property against possible damage, theft, loss, or any other incident that may arise before, during, or after the fair, including transport and handling. Exhibitors are strongly advised to take out an insurance policy covering all contingencies that may affect people, goods, or objects present at the stand throughout the fair.

It should be noted that, in accordance with current regulations governing trade fair activities, the fair's Organization holds only a General Public Liability insurance policy. The Organization is therefore exempt from any liability arising from the incidents mentioned above, and the exhibitor may not claim any compensation from the Organization should such incidents occur. The exhibitor is entirely free to take out such a policy with whichever insurance company it considers most suitable.

9. DATA PROTECTION

The data controller responsible for processing your data is LA FÁBRICA GESTIÓN MÁS CULTURA, S.L., with Tax ID (CIF) B82627548.

Your data will be retained for as long as necessary to comply with the corresponding legal obligations.

Your data may be shared or disclosed to those recipients that are strictly necessary for compliance with these Guidelines, for the fulfillment of any other purposes expressly authorized by you, and for compliance with any obligations we are required to meet under the Law.

For any questions you may have regarding your data, you may contact our Data Protection Officer at the following email address: *dpo@tecnoderecho.com*

You may exercise your rights as the data subject at any time. In this regard, please note that you have the right to withdraw your consent at any time, to object to processing, to restrict it, to access, rectify, and erase your data, and to exercise your right to data portability, by sending a written request along with a copy of your ID document to LA FÁBRICA GESTIÓN MÁS CULTURA, S.L., C/ Alameda 9, 28014 Madrid, info@lafabrica.com

If you believe your rights have not been respected, you may file a complaint with the Spanish Data Protection Agency (Agencia Española de Protección de Datos), *www.aepd.es*

10. CONTACT US

forma@madriddesignfestival.com