



French May Arts Festival Open Call for Associated Projects 2026

French May Arts Festival returns in 2026 with a diverse array of cultural programming. We are now inviting proposals for creative projects across the visual and performing arts, as well as culture and lifestyle, to be featured as Associated Projects in our upcoming festival.

Proposals should embody the festival's core mission of fostering cultural exchange between France and Hong Kong. We encourage innovative, cross-cultural and interdisciplinary projects. This includes, but not limited to, exhibitions, concerts, opera, dance, performances, orchestra, contemporary circus, screenings, fashion and design, and gastronomy.

Submission will be reviewed and evaluated by the French May artistic team based on the intrinsic quality, practical feasibility, and resonance with the vision of 2026 festival. The number of projects chosen will be determined by the quality and relevance of the submissions. For selected projects, the artistic team may also offer guidance on programme content, venue, and organisation.

Join us in 2026 as we pay tribute to arts and creativity to our local community!

Associated Projects Timeline

Project submission open call	6 October 2025
Project submission deadline	31 October 2025
Confirmation of associated projects	By 10 November 2025
Publicity materials submission deadline	8 December 2025
Publicity launch (festival press announcement, official website, printed and online brochure)	Early – Mid March 2026

Benefits of being a part of French May Arts Festival Communication & Press

The selected projects will be promoted across the festival's 2026 communication campaigns and included in the festival media strategy, offering maximal exposure and extensive visibility.

This covers your programme listing on our 2026 festival brochure (half-page inclusion with total brochure circulation of 20,000-25,000 copies); festival official website (one page inclusion), social media, and e-newsletter (10,000 active subscribers).

Partnership

Aligning the programme with French May Arts Festival and the Hong Kong arts scene, we strive to offer our partners the highest exposure alongside valuable accreditation of the programme quality and status.

Our close partnership enables additional collaboration opportunities such as the invitation and attendance of French May VIP guests at key events, product sponsorship, as well as wider promotional support all year round, outside of the festival period.

Guidelines

- Projects are organised and funded entirely by the presenter/organiser. French May will **not** provide financial grants for the project.
- The presenter/organiser is in charge of the programme from inception to production. French May chiefly helps with the marketing and programme promotions on the festival channels.
- All selected projects must adopt and follow French May Arts Festival's visual brand guideline for all communication materials, as well as carry their status as Associated Project. French May must validate all communication materials prior to publishing.
- A dedicated two-page spread for French May shall be offered in the partners' house programme (if applicable) and website.
- An allocated number of French May brochures shall be placed at the presenter/organiser's event venue solely for promotional purposes.
- A detailed post-event report of the Associated Project must be submitted to French May Arts Festival within a month maximum after the event has ended. *Please note that it will affect future cooperation if it is not followed.*
- For effective communications, please respect the timeline above. *The programme may not be listed on the brochure if the information is incomplete by the deadline.*
- A certain quota of ticket invitations must be attributed to French May Arts Festival:

Performing Arts

Venue capacity less than 250 seats: 4 complimentary tickets

Venue capacity 251-799 seats: 20 complimentary tickets

Venue capacity more than 800 seats: 30 complimentary tickets

Films

At least 8 complimentary tickets to be provided by the presenter/organiser.

Visual Arts – Exhibitions

To organise dedicated guided tours at French May's request (date and number of guests to be confirmed with the approval of the organisers).

Workshops

To be negotiated between French May and the presenter/organiser.

*** French May Arts Festival reserves the right of final decision.



Project Submissions

Interested parties please download, fill out the form below, and send your submission to:

For Performing Arts: Ms. Samantha Szeto, Senior Performing Arts Manager at pa@frenchmay.com.

For Visual Arts: Ms. Brune Luciat-Labry, Senior Sponsorship Manager at brune.luciat-labry@frenchmay.com.

Please note that the proposed event has to take place throughout the festival period during May – June 2026.

Submission form: [For Performing Arts](#) | [For Visual Arts](#)

Submission deadline: On or before 31 October 2025