



French May Arts Festival Open Call for Associated Projects 2027

French May Arts Festival returns in 2027. We are inviting proposals for creative projects across the visual and performing arts, as well as culture and lifestyle, to be featured as Associated Projects in the festival.

2027 Theme: WOMEN IN ARTS

A tribute to the creativity, contribution and leadership of women in culture and the arts

We welcome innovative, cross-cultural and interdisciplinary projects across all disciplines — including exhibitions, concerts, opera, dance, theatre, contemporary circus, screenings, fashion and design, education programmes and gastronomy.

For 2027, there is a particular interest in projects aligning with the edition's theme, in theatre and education programmes, and in projects that reach audiences across Hong Kong's diverse districts and territories.

All proposals received will be carefully reviewed by the French May artistic team, whether or not they relate directly to the 2027 festival theme. Projects that fall outside the theme will still be considered and will not be excluded on that basis.

Proposals will be assessed according to their quality, feasibility and resonance with the overall vision of the 2027 festival. Final selection will be subject to approval by an appointed committee. For selected projects, the team may also provide guidance on programme content, venue and event organisation.

Join us in 2027 to celebrate arts, creativity, and the women who shape them.



Associated Projects Timeline

Project submission open call	29 September 2026
Project submission deadline	6 November 2026
Confirmation of associated projects	By 20 November 2026
Publicity materials submission deadline	20 December 2026
Publicity launch (festival press announcement, official website, printed and online brochure)	Early – Mid April 2027

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

The selected projects will be promoted across the festival's 2027 communication campaigns and included in the festival media strategy, offering maximal exposure and extensive visibility.

This covers your programme listing on our 2027 festival brochure (half-page inclusion with total brochure circulation of 20,000 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.*
- To maintain design consistency, only the official Presenter's logo will be featured in festival promotional and community channels. Sponsor and partner logos of Associated Projects will not be included.
- 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 and Events Manager at brune.luciat-labry@frenchmay.com.

Please note that the proposed event has to take place throughout the festival period during April – June 2027.

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

Submission deadline: 6 November 2026