

SWISSARTEXPO 2022

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All prices are subject to an additional 7.7% Swiss VAT, unless otherwise stated!

How does the registration work?

SWISSARTEXPO is a curated exhibition. All artists must go through the application process and the creative committee decides on acceptance for the exhibition.

As an artist, you can register via the website www.swissartexpo.com using the online registration form. When registering, you have to pay a non-refundable registration fee of CHF 150. The registration fee is used to cover the costs of the creative committee, which will thoroughly check your application.

The Creative Committee has the task of putting together a diverse and varied exhibition of different art styles. All artists are welcome, regardless of where they are in their careers as artists. The focus is on the artwork and not on the career or education of the artists.

When registering, five images of artworks must be uploaded. These images should be used to give the Creative Committee an overview of the artist and his/her art. These works do not necessarily have to be shown at the exhibition, but should represent the style of the artwork to be exhibited.

The deadline for applications is 28 February 2022. On 15 March 2022, each artist will be notified whether or not he/she has been admitted to the exhibition.

A proposed hanging plan must be submitted by 15 May 2022 and will be discussed with the Creative Committee. The hanging plan must be finalised by 29 May 2022, after which no more changes can be made. We aim to advise the artists in the best possible way. The purpose of these hanging plans is not to criticise artworks, but above all to avoid overhangs, which are very counterproductive for the artists. [See also here the details on the hanging](#)

Price list

An exhibition wall (1.98 metres wide) costs CHF 1500. If 4 exhibition walls are booked, the artist receives his/her own exhibition box in the exhibition.

The following options are available:

- 1 Exhibition wall = CHF 1'500
- 2 Exhibition walls = CHF 3'000
- 3 Exhibition walls = CHF 4'500
- 4 Exhibition walls = CHF 6'000

Special exhibition space for very large artworks (from approx. 1.60 m)
CHF 1500 per exhibition wagon

- Sculpture spaces 2x2 metres = CHF 1500
- Sculpture spaces 2x4 metres = CHF 3000
- Sculpture spaces 2x6 metres = CHF 4500



Exhibition box (4 walls)



Exhibition wagon



Sculpture space

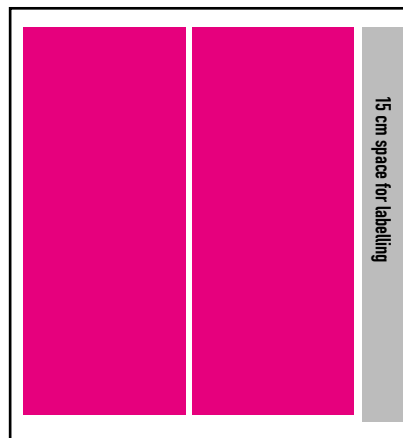
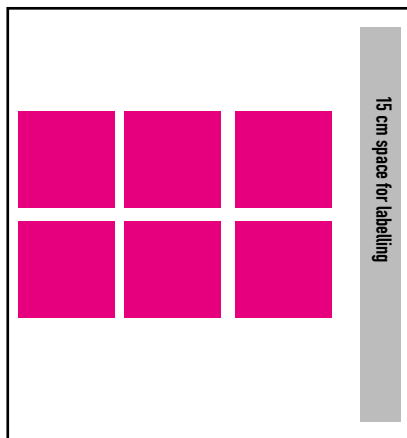
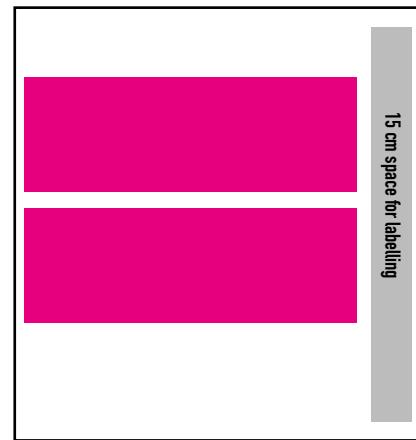
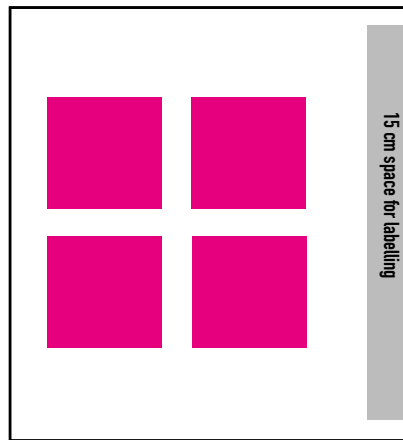
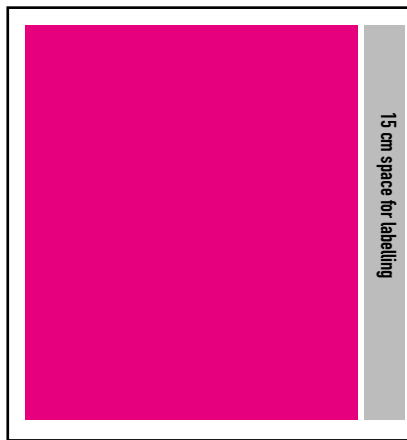
The exhibition walls are 2 metres high and 1.98 metres wide and stand approx. 40 cm from the floor.

The following services are included in the price: sales staff on site, artwork insurance during the exhibition, guarding, of the artwork, labelling of the artwork.

In the event of a sale of a work of art, even if this sale takes place via the sales staff of SWISSARTEXPO, the artist will receive 100% of the sales price. See also [Sale of the artworks](#)

Hanging of the artworks

In principle, the following hangings are possible:



These are examples of hangings. It is important that all pictures can always be placed at eye level. Series can also be hung one below the other as long as it creates a unified image for the viewer. No hangings will be accepted where pictures are hung at knee height, for example, or where the wall is overhung. We are aware that artists always want to show as many pictures as possible, but often it is very counterproductive not to give enough space to the single picture. Artists have the option of booking a personal art catalogue and showing more works in it.

The hanging plan must also be approved by the Creative Committee.

Hanging of the artworks

We aim to have an exhibition of a high standard, for this reason all artworks should be framed. Whether a work of art should be framed or not is a much discussed topic. Our experience shows that a frame enhances the work of art enormously. Experience also shows us that framed works of art sell better! A simple shadow gap frame does not cost much and can usually be mounted by yourself. The costs for the frame can be added to the selling price. Very large paintings and photographs as gallery prints usually do not need a frame. If an artist wants to show his/her artwork without a frame, this must be justified. If unframed artworks do not hang absolutely straight and flush on the wall when hung, they must be taken down again! The on-site acceptance committee is very strict in this regard and does not allow any exceptions. There are no refunds for artworks that have to be taken down!



Labelling and QR code

All exhibition walls are labelled with the artist's name, artwork names, technique, size of the paintings and the sales price. In addition to this labelling, two QR codes are available.

What are QR codes?

The official name of the black and white cube patterns is QR codes, an abbreviation for Quick Response. They are related to the barcodes on product packaging. Any information can be embedded in QR codes.

This is what a QR code looks like:



What is this QR code for?

All exhibition visitors will be able to scan this QR code with a normal smartphone camera. This QR code will take visitors directly to the artists' website and visitors will be able to watch a video of the artist(s). There will be the option for two QR codes at each inscription.

What exactly do I have to do for these QR codes?

As an artist, you have to give us the exact URL of your website, this will be used for the first QR code. If you want to direct visitors to another website or to a video that you have published on YouTube, for example, you can use the second QR code. Again, we need the exact URL to be able to create the QR code.

Sale of the artworks

How does the sale of the artworks work?

Various assistants will be present throughout the sales area during opening hours. If an assistant sees that a visitor is engaged with a work of art, he or she will immediately call a professional salesperson who will actively promote the sale of your artwork and provide further information about your artwork.

Does SWISSARTEXPO take a commission?

No, SWISSARTEXPO does not take a commission on a sale. A buyer has the option of paying for the artwork by credit card or in cash. A sale on account is not possible. The artist receives 100% of the proceeds. In concrete terms, this means that he/she receives exactly the amount that SWISSARTEXPO has received **after deduction of the credit card or Paypal fee**. Normally, the credit card and Paypal fees are approx. 5% of the sales price, depending on the credit card company and the country of origin of the buyer. In case of cash payment the artist receives the full amount. However, the artist is also free to handle the sale directly with the buyer himself/herself!

How long does it take for the artist to receive his/her credit after a sale?

The artist will receive his/her credit within 2–3 weeks after the end of SWISSARTEXPO. In case of a sale, we will contact you immediately. You can then send us your bank details. You will receive your credit by bank transfer. Cash payments are not possible.

Transport of the artwork to the buyer

The artist is responsible for how the artwork is brought or delivered to the buyer. Buyers have the option of collecting the artwork on the Sunday evening after the exhibition, or the artist will arrange with the buyer directly how they will deliver the artwork.

Assembly/dismantling, transport

The hanging of your artwork on your exhibition wall is possible on Wednesday 24 August 2022 from 8:00 – 15:00. Please allow enough time to have all your artworks hung by 15:00.

The dismantling of your exhibition wall is possible on Sunday 28 August 2021 from 19:30 – 23:00.

IMPORTANT! We would like to point out the following details:

It is possible to get to Zurich main station, but there are only a few parking spaces, most of which are occupied. SWISSARTEXPO does not have its own parking spaces! You can unload and load your pictures (15 minutes) and then have to leave again to avoid a ticket. We therefore recommend that you take an additional driver with you, who can take the car away after unloading.

Each hanging will be approved by our staff on site at SWISSARTEXPO and must correspond 1:1 to the hanging plan submitted and accepted by the Creative Committee.





Website



Website:

You will be shown as an exhibiting artist on the SWISSARTEXPO website and linked directly to your own website so that all website visitors can find you immediately.

www.swissartexpo.com



Marketing Package



We offer each exhibiting artist an additional marketing package at the following conditions:

What does this marketing package include?

We create a press release for you, which we publish. Depending on the language, in German on Presstext or in all other languages on Newsfox. On Presstext you can reach all German-speaking countries, on Newsfox all countries worldwide are represented. Of course, we will send you the press release in advance for your approval!

We will present your art on our social media channels (Facebook and Instagram). These posts will also be sent to you in advance for approval.

Included in the marketing package are 5 professional photos of your art during SWISSARTEXPO plus 5 general photos of the exhibition. The photos will be sent to you digitally via wet transfer after SWISSARTEXPO. The photos are at your free disposal, you can use them freely.

[Here you will find a detailed explanation and overview of the marketing package](#)

The marketing package costs CHF 500



OPENING OF THE EXHIBITION

Wednesday, 24 August 2022

The exhibition will open on Wednesday, 24 August 2022 at 6pm.

There will be no official opening ceremony! On the opening evening we will organise an apero for the artists at 7 pm. Each artist can bring a companion to this aperitif. No clients, family or friends should be invited to this evening. Clients, family and friends may be invited to the Artparty on Saturday 27 August 2022, there will also be a special social programme that evening.

The artists' apero on 24 August 2022 is intended for artists to get to know each other and make first contacts. We are also looking forward to toasting with you to the opening of SWISSARTEXPO 2022. The whole SWISSARTEXPO team will be present. There will also be the opportunity to clarify any final questions with the team or simply to have a personal conversation.



ARTPARTY, Saturday 27 August 2022

There will be no vernissage on the first day of the exhibition. To ensure that all guests can arrive without any problems, we are organising a big ART PARTY on Saturday, 27 August 2022. SWISSARTEXPO also invites selected art collectors and art enthusiasts to this event.

The ARTPARTY will start at 6:30 pm. As an exhibiting artist, you can order an unlimited number of tickets for your friends / family and customers free of charge.

The supporting programme of the ARTPARTY will be announced on 1 July 2022.

Insurances

Your artwork is insured as follows:

The artworks are insured from the time your hanging is approved by us on site at SWISSARTEXPO until the hanging of your artworks on Sunday evening.

How are your works of art insured?

Your artworks are insured in the amount that an art expert would set the price of your art in the international art market. In concrete terms, this means that if your work of art is damaged, an official art expert from the insurance company will value the work of art. This valuation is based on past sales of your art. If you have not sold any artworks in the past, the expert will make an estimate of what comparable artworks cost on the art market. This means: if you are an unknown artist and would like to sell your artwork at an inflated price, the insurance will only cover the normal price that can actually be achieved on today's art market.

For example: if you want to sell your artwork for CHF 100'000, but you have never sold an artwork before and comparable artworks are sold on the art market for CHF 5'000, the insured amount will also only be CHF 5'000! At reasonable normal prices, it will be no problem to fully insure your artwork! The insurance company prescribes this practice! Your artworks are insured against damage and theft.

Guarding

The entire exhibition is monitored 24 hours a day, including at night when the station is closed.



Contact details

This is how you can contact us:

Our addresses:

Postal address: SWISSARTEXPO by ARTBOX.GROUPS GmbH, Schmidgasse 4, 6300 Zug, Switzerland

Exhibition address: SWISSARTEXPO, Event Hall Zurich Main Station, 8001 Zurich, Switzerland

Email: office@swissartexpo.com

Phone: +41 79 788 02 02

Website: www.swissartexpo.com

Responsible persons:

Patricia Zenklusen
Jenny-Rose Zenklusen
Dennys Zenklusen

Management
Marketing / Communication
Sponsoring / Events