

## **The art exhibition at the main station Zurich!**

SWISSARTEXPO offers a large number of talented and up-and-coming artists the opportunity to present their original works in a large exhibition at a prominent location. The SWISSARTEXPO is a new concept in which artists can present their art without a gallery. The exhibition will take place from 15 to 19 August 2019 in the SBB Event Hall, inside Zurich's main railway station next to the oversized sculpture "Nana" by Niki de St. Phalle. With over 80,000 visitors daily, it is one of the most visited halls in Europe.

In contrast to conventional art exhibitions, SWISSARTEXPO decided not to provide the artists with ready-made "exhibition boxes", but to offer individual linear metres on their exhibition walls. This decision was made for the following two reasons:

- With the purchase of such linear meters, artists have the opportunity to be part of the exhibition, depending on their individual budget and with a smaller financial outlay.
- Exhibition walls require less space than exhibition boxes. The space savings make it possible for an even larger number of artists to participate in the exhibition. In addition, the artists do not have to be personally on site to look after their exhibition boxes, as is the case with conventional exhibitions, as there will be a dedicated and well-trained team on site to look after the artworks. The artists can only send their artwork to the organizers of SWISSARTEXPO, after which everything will be organized for them: from the hanging to the care to the return. This saves the participants the travel expenses which for many artists represent the biggest barrier to participating in an art exhibition.

Artists can apply for the SWISSARTEXPO at [www.swissartexpo.com](http://www.swissartexpo.com).

Admission to the exhibition is free of charge for all.

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