



SWISSARTEXPO 2021

EXHIBITOR INFORMATION

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

How does the registration work?

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

As an artist you can register via the website www.swissartexpo.com using the online registration form. Upon registration you have to pay CHF 350 deposit immediately. In case of acceptance by the creative committee you will be charged the total price of your booked space minus the deposit already paid, the payment period is 30 days. If you are not accepted by the creative committee, the deposit will be refunded within 5 days.

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

Three pictures of artworks must be uploaded at the registration. These pictures should help the creative committee to get an overview of the artist and his or her art. These pictures do not necessarily have to be shown at the exhibition, but should represent the style of the artwork to be exhibited. A proposal for a hanging plan must be submitted by May 15, 2021 and will be discussed with the Creative Committee. The hanging plan must be final by May 29, 2021, after which no changes can be made. We strive to give the artists the best possible advice. The purpose of these hanging plans is not to criticize works of art, but above all to avoid over-hanging, which is very counterproductive for the artists. [See also here the details about hanging](#)

Price list

The exhibition walls start from an exhibition meter price of CHF 500 and must always be booked in 2 meter increments. Two exhibition meters correspond to one exhibition wall. If 8 meters are booked, the artist receives his or her own exhibition box in the exhibition.

There are the following possibilities:

2 meters	à CHF 500 = CHF 1'000
4 meters	à CHF 500 = CHF 2'000
6 meters	à CHF 500 = CHF 3'000
8 meters	à CHF 500 = CHF 4'000
10 meters	à CHF 500 = CHF 5'000
12 meters	à CHF 500 = CHF 6'000
etc...	

Special exhibition space for very large works of art (from approx. 1.60 m)
CHF 1500 per exhibition wagon
For sculpture places we will gladly make an offer



8 meter exhibition box



Exhibition wagon



Sculpture place

Please note that these are EXHIBITION METERS and not square meters! Other exhibitions are always calculated in square meters, but we calculate in EXHIBITION METERS, this gives you a better and more flexible way to show your art! The exhibition is designed with classic exhibition walls like in museums. This gives more space for the works of art, especially if you have only a few exhibition meters. The walls are 2 meters high and stand about 40 cm from the floor.

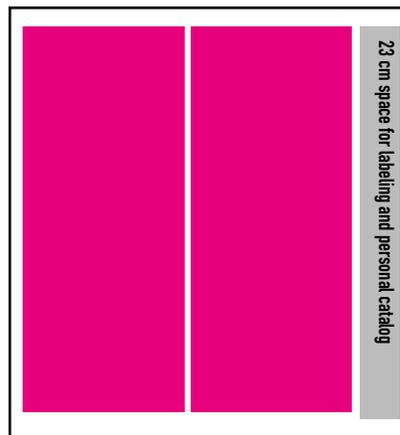
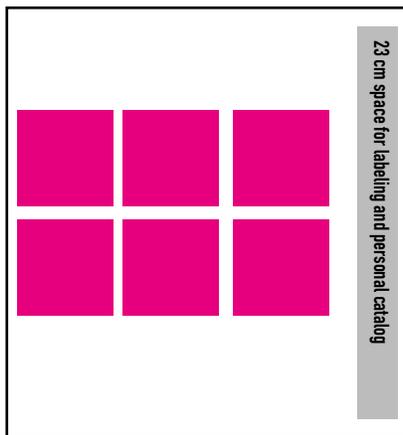
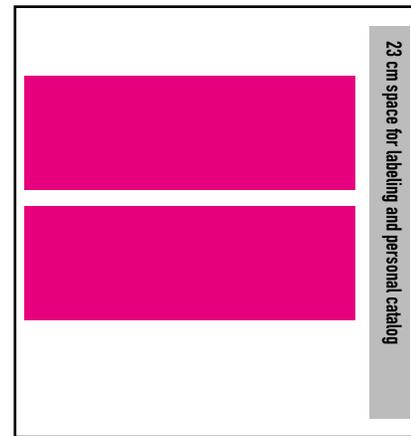
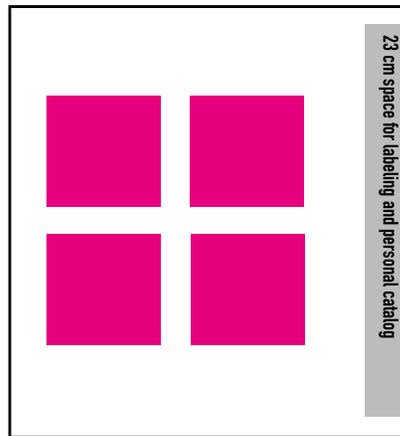
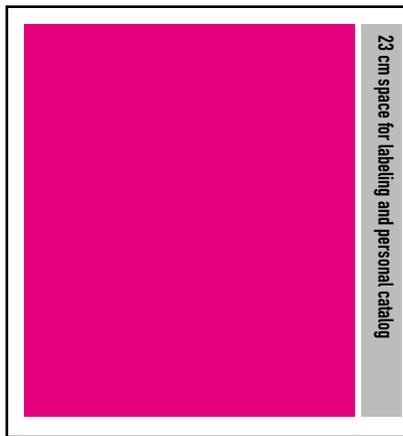
In addition to the exhibition meter costs, we charge CHF 150 for your personal art catalog (click here for more details about your personal catalog) and CHF 150 for the lettering and the provided sales staff.

We have created special spaces for very large works of art. There is the possibility to show these works of art on special large exhibition wagons with best placement. The price for an artwork wagon is listed above.

Would you like to exhibit a sculpture? Please contact us, there are different possibilities for the placement of sculptures. Depending on the size of your sculpture, we will gladly prepare a personal offer for you.

Hanging the artworks

Basically 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 results in a uniform picture for the viewer. Hangings are not 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 works as possible, but often it is very counterproductive not to leave enough space for the individual picture. Artists have the possibility to present additional artworks with their personal catalog.

If you have a special idea for your hanging, we are happy to consider it. From March 1, the hanging plans will be discussed in detail with the artists. The hanging plan must also be approved by the creative committee.

Hanging the artworks

We strive for a high quality exhibition, therefore all works of art should be framed. Whether or not a work of art should be framed is a much discussed topic. Our experience shows that a frame adds enormous value to a work of art. Our 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 pictures and photographs as gallery prints usually do not need a frame. If an artist wants to show his or her artwork without a frame, this must be justified. If unframed works of art do not hang absolutely straight and full on the wall, they must be taken down again! The acceptance committee on site is very consistent in this respect and does not allow any exceptions. There are no refunds for works of art which have to be taken down!



Labeling and QR Code

All exhibition walls are labeled with the artist's name, the names of the artworks, technique, size of the paintings and the selling price. In addition to this labeling, 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 the exhibition app or with a normal smartphone camera. This QR code will lead visitors directly to the artists' website and visitors will be able to watch a video of the artist. There will be the possibility for two QR codes with each caption.

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

You as artist have to give us the exact URL of your website, this will be used for the first QR code. For the second QR Code you can send us a video of you. You can produce this video in two ways: You let someone film you on your smartphone while you stand in front of one of your artworks and explain what your motivation, inspiration or technique is. Depending on what is important to you and what you want the visitor to experience. Or maybe you already have a professional video of yourself, then you can also send it to us via wetransfer (wetransfer.com for free).

Sale of the artworks

How does the sale of the artworks work?

Various helpers will be present on the entire sales floor during opening hours. If a helper sees that a visitor is interested in 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 work of art.

Does SWISSARTEXPO take a commission?

No, the SWISSARTEXPO does not take any commission on a sale. A buyer has the possibility to pay for the artwork with credit card, Maestro Card, Paypal, Twint or cash. A sale on account is not possible. The artist receives 100% of the proceeds. That means concretely, 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 about 3% of the sales price, depending on the credit card company and the buyer's country of origin. In case of cash payment the artist will receive the full amount. However, the artist is also free to handle the sale directly with the buyer!

How long does it take until the artist receives his money after a sale?

The artist will receive his/her money 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 balance by wire transfer. Cash payments are not possible.

Transport of the artwork to the buyer

The artist is responsible for how the work of art is brought or delivered to the buyer. Buyers have the option of picking up the artwork on the Sunday evening after the exhibition, or the artist can arrange directly with the buyer how the artwork will be delivered.

Assembly/disassembly, transport

The hanging of your artworks on your exhibition wall is possible on Wednesday August 25, 2021 from 8:00 - 15:00 o'clock. We ask you to allow enough time for the hanging of your artwork until 15:00.

The disassembly of your exhibition wall is possible on Sunday August 29, 2021 from 19:00 - 24:00 o'clock.

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

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

Each hanging will be checked by our staff on site at SWISSARTEXPO and must correspond 1:1 to the submitted hanging plan accepted by the creative committee.



Personal art catalog



For each artist we will design a personal exhibition catalog with the dimensions 21x21cm. In your package are 10 catalogs with 12 pages included. You are free to choose which works of art you want to show in your catalog. The catalog will be structured as follows:

- Page 1 = Front cover side
- Page 2 = Cover side front inside (not printable)
- Page 3 = Your Statement
- Page 4 = Your artwork
- Page 5 = Your artwork
- Page 6 = Your artwork
- Page 7 = Your artwork
- Page 8 = Your artwork
- Page 9 = Your artwork
- Page 10 = Imprint
- Page 11 = Cover back / inside (not printable)
- Page 12 = Back cover

Your catalog will also be given an ISBN number, so it will be available in all bookstores worldwide. The catalog can also be ordered via the online store [ARTBOX.PUBLISH](#).

The art catalogs are produced with a special printer, which provides a very good print quality. However, the print quality can only be good if the photos of the artwork are of high quality. We absolutely need photos of your artwork in a resolution of 300dpi! This is the only way we can guarantee a good quality. Before printing, we will send you a sample of your catalog by e-mail for your review. The catalog will only be printed after you have given us the „Good for printing“.

Personal art catalog

A copy of your catalog will be shown at SWISSARTEXPO at your exhibition wall and offered for sale. You can read about your participation in the sale of the catalogs [here](#).

Of course you also have the possibility to have a more extensive catalog designed. If you want to inform yourself in advance, you can find all details on the website www.artboxpublish.com. You can put together your catalog as you like, with your SWISSARTEXPO package you have a credit of Euro 189 which will be credited to your account.

Example: You want to order a 16 page catalog 20 times for € 219.00. With your credit balance of € 189.00 it would still be € 30.-.

How the whole order process and the delivery of the data works, we will inform you in detail after your registration to the inform SWISSARTEXPO.

Catalogs sent abroad are charged with 0% VAT, as this is an export.

The deadline for ordering the catalog is June 1, 2021.



Website

Website:

You will be shown as an exhibiting artist on the SWISSARTEXPO website where you will be 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 present your art for 1 year through the ARTBOX.GALLERY on ARTSY (www.artsy.net). After Christie's and before Sotheby's, ARTSY is the world's second largest art platform with over 1 million registered art buyers. You can register 5 artworks of your choice. If you sell one of these works of art during this year, we will mark it as sold on ARTSY, but will continue to display it. This gives interested customers and potential buyers a broad overview of your art.

We will create a press release for you, which will be published by us. Depending on the language, in German on press release or in all other languages on Newsfox. You can reach all German-speaking countries on Pressetext, on Newsfox all countries worldwide are represented. Of course we will send you the press release in advance for 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.

The marketing package includes 5 professional photos of your art during SWISSARTEXPO plus 5 general photos of the exhibition. The photos will be taken during the official opening hours, so you will receive photos showing how visitors view your art. The photos will be sent to you after SWISSARTEXPO by wet transfer. 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, August 25, 2021

The exhibition will open on Wednesday, August 25, 2021 at 6 pm.

There will be no official opening ceremony! On the opening evening we will organize an apero for the artists at 7 pm. Each artist can bring an accompanying person to this apero. No clients, family or friends should be invited to this evening. Customers, family and friends can be invited to the Art Party on Saturday, August 28, 2021. There will also be a special program on this evening.

The artists' apero on August 25, 2021, is intended to give the artists the opportunity to get to know each other and make first contacts. We also look forward to toasting the opening of SWISSARTEXPO 2021 with you. The whole SWISSARTEXPO team will be present on site. There will also be the opportunity to clarify last questions with the team or simply to have a personal conversation.



ART CHARITY NIGHT, Friday August 27, 2021

On Friday evening, August 27, 2021, the ART CHARITY NIGHT will take place from 7 p.m.

Various VIP's will be invited to the ART CHARITY NIGHT, but you can also buy a ticket for the evening.

ART CHARITY NIGHT will have a supporting program in the sense of an auction. Various exciting exhibits (not only art) will be auctioned on this evening. All proceeds of this evening including the sale of tickets will be donated to the SWISSARTEXPO Artfund. All information about the SWISSARTEXPO Artfunding can be found on our website. The detailed supporting program will be announced in June 2021.

Of course your artworks and their sale will be actively supported on this evening as well! Every artist is free to donate 5% of the sales price of an artwork to SWISSARTEXPO Artfunding if it is sold on this evening. Each work of art which participates in SWISSARTEXPO Artfund on this evening will be specially marked.



ARTPARTY, Saturday, August 28, 2021

There will be no vernissage on the first day of the exhibition. To ensure that all guests can arrive without problems, we are organizing a big ART PARTY on Saturday, August 28, 2021. On this occasion SWISSARTEXPO also invites selected art collectors and art lovers.

The ARTPARTY starts at 18:30 o'clock. As an exhibiting artist you can order an unlimited number of tickets for your friends / family and customers for free.

The supporting program of the ARTPARTY will be announced on July 1, 2021.



Possibilities personal aperitifs

You have a big family or a large clientele? We can organize a tailor-made aperitif for you. If you wish, we can organize a guided tour of the SWISSARTEXPO with a special explanation of your works of art! These apéritifs can also be organized for small groups.

If you are interested, please contact us as early as possible. We will be happy to advise you and help you find the best solution for your budget!

You can reach us by e-mail at office@swissartexpo.com or by phone at +41 79 788 02 02

Insurance

Your artwork is insured as follows:

The works of art are insured from the moment your hanging was accepted by us on site at SWISSARTEXPO until the hanging of your works of art on Sunday evening.

How are your artworks insured?

Your works of art are insured in the same way as an art expert would determine the price of your art on 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 estimate is based on sales of your art in the past. If you have not sold any artwork in the past, the expert will make an estimate of how much comparable artwork costs on the art market. This means: if you are an unknown artist and want to sell your artwork at an inflated price, the insurance will only cover the actual normal price of the current 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 sum will only be CHF 5'000! With reasonable normal prices, it will be no problem to fully insure your artwork! The insurance prescribes this practice! Your works of art are insured against damage and theft.

Security

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



Contact details

You can contact us this way:

Our addresses:

postal address: SWISSARTEXPO by ARTBOX.GROUPS GmbH, General Guisan Strasse 6, 6300 Zug, Switzerland

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

Email: office@swissartexpo.com

Phone: +41 79 788 02 02

Web page: www.swissartexpo.com

Responsible persons:

Patricia Zenklusen	Management
Jenny-Rose Zenklusen	Marketing / Communication
Dennys Zenklusen	Sponsoring / Events
Ekaterina Gull	Catalogs / Organization