



SWISSARTEXPO 2025

Information for exhibitors



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All prices are exclusive of 8.1% 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 into the exhibition.

As an artist, you can register through the website www.swissartexpo.com using the online registration form. A non-refundable registration fee of CHF 150 is due upon registration. This fee covers the costs of the creative committee that thoroughly reviews your application.

The creative committee aims to assemble a diverse and varied exhibition of different artistic styles. All artists are welcome, regardless of their career stage. The focus is on the artworks, not the artists' careers or education.

During registration, five images of artworks must be uploaded. These images should give the creative committee an overview of the artist and their work. These pieces do not necessarily have to be displayed in the exhibition but should represent the style of the exhibited artwork.

Applications are considered on a first-come, first-served basis. If the exhibition sells out, the application process will close. Each artist will be notified within 14 days of registration whether they have been accepted into the exhibition.

A proposal for a hanging plan must be submitted by June 15, 2025, and will be discussed with the creative committee. The hanging plan must be finalized by June 30, 2025, after which no further changes can be made. Our goal is to provide the best advice to the artists. These hanging plans are not intended to criticize the artworks but to avoid overhanging, which can be very counterproductive for the artists. See all details about hanging here. [See also the section Hanging of the artworks](#)

Price list

An exhibition wall (1.98 metres wide) costs CHF 1,650. If 4 exhibition walls are booked, the artist will receive their own exhibition box in the exhibition..

The following options are available:

1 exhibition wall = 1'650 CHF

2 exhibition walls = 3'300 CHF

4 exhibition walls = 6'600 CHF

Special exhibition space for very large works of art
(from approx. 1.60 m and upwards) 1'650 CHF per exhibition trolley

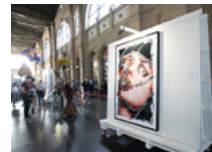
Sculpture space 2x2 metres = 1'650 CHF

Sculpture space 2x4 metres = 3'300 CHF

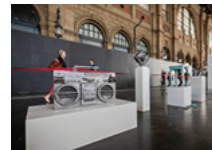
Sculpture space 2x6 metres = 6'600 CHF



Exhibition box (4 walls)



Exhibition Trolley



Sculpture space

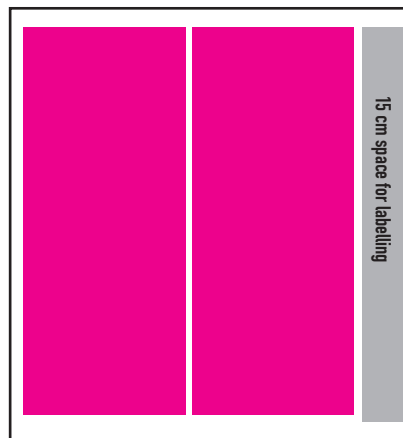
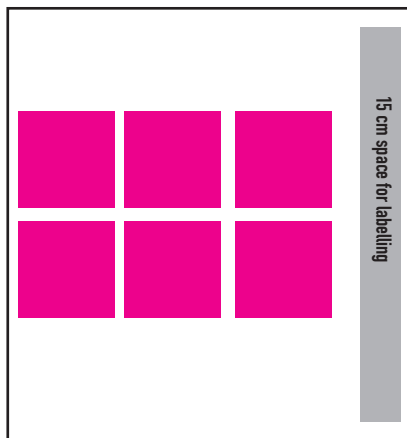
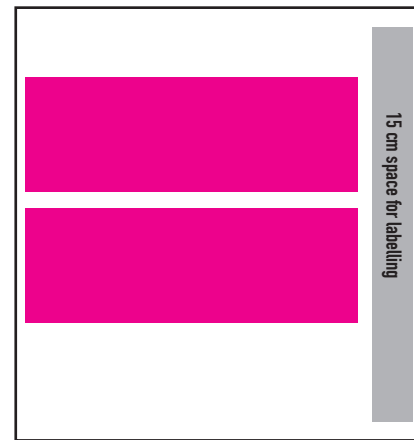
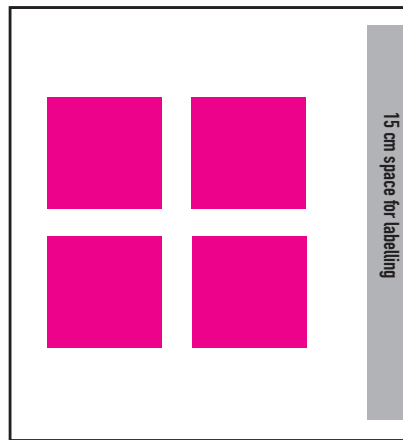
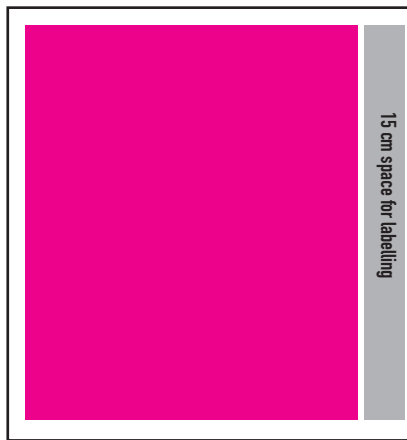
The walls of the exhibition are 2 metres high and 1.98 metres wide and are about 40 cm above the floor.

The following services are included in the price: Sales staff on site, insurance of the artworks during the exhibition, guarding of the works, inscription of the works.

In the event of the sale of a work of art, even if this sale is made by SWISSARTEXPO sales staff, the artist(s) shall receive 100% of the sale price. See also the section [Sale of artworks](#)

Hanging of the artworks

In principle, the following hangings are possible:



These are examples of suspensions. It is important that all works can always be placed at eye level. Series can also be hung one below the other as long as they create a unified image for the viewer. We do not accept hangings where the works are hung at knee height, for example, or protrude above the wall. We are aware that artists always want to show as many works as possible - however, it is often very counterproductive not to give enough space to the individual work.

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

Hanging of the artworks

Our aim is to present an exhibition of a high standard – For this reason, all works must be framed. Whether or not a work of art should be framed is a much debated topic. Our experience shows that a frame greatly enhances the artwork. Experience also shows that framed artworks sell better. A simple shadow gap frame does not cost much and can usually be mounted by yourself. The cost of 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 wishes to show his/her work 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 exceptions. There are no refunds for artworks that have to be taken down!

Labelling and QR Code

All walls of the exhibition are labelled with the name of the artist, the titles of the artworks, the technique, the size of the paintings and the sales price. In addition to this labelling, there are two QR codes.

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 visitors to the exhibition will be able to scan this QR code with the camera of a normal smartphone. This QR code will take visitors directly to the artists' website or create a business card on the user's smartphone. There is the possibility to integrate two QR codes in each caption, one with the link to the website and one with the business card function.

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 that will be used for the first QR code. For the second QR code we need all the details you would like to provide for a business card.

Sale of artworks

How does the sale of artworks work?

Several assistants will be present throughout the sales area during opening hours. If an assistant 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 work of art and give the interested person further information about your work.

Does SWISSARTEXPO take a commission?

No, SWISSARTEXPO does not take any commission for the sale. The 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 will receive exactly the amount that SWISSARTEXPO has received after deduction of the credit card or Paypal fees. Normally, credit card and Paypal fees are around 5% of the sales price, depending on the credit card company and the buyer's country of origin. In case of cash payment, the artist(s) will receive the full amount. However, the artist is also free to arrange the sale directly with the buyer him/herself.

How long does it take for the artist to receive a credit note after a sale?

The artist will receive the credit note within 2 to 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 payment is not possible.

Transport of the artwork to the buyer

The artist is responsible for the manner in which the artwork is brought or delivered to the buyer. The buyer(s) will have the option of collecting the artwork on the Sunday evening after the exhibition, or the artist(s) will arrange directly with the buyer(s) how the artwork is to be delivered.



Assembly/disassembly, transport

On Wednesday, August 20, 2025, from 8:00 a.m. to 3:00 p.m., you can hang your artworks. Please plan enough time to have all your artworks hung before 3:00 p.m.

On Sunday, August 24, 2025, from 7:30 p.m. to 9:30 p.m., you can take down and pick up your artworks.

IMPORTANT!

Please note the following details:

It is possible to drive to the goods handling area at the back of the train station hall and unload your works. However, the car must be moved after unloading. Therefore, we recommend taking an additional driver who can move the car after unloading.

Each hanging will be approved on-site by our staff at SWISSARTEXPO and must match 1:1 with the submitted and approved hanging plan by the creative committee.



Website

Website:

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

www.swissartexpo.com



Marketing Package

We offer all exhibiting artists the possibility to book an additional marketing package at the following conditions:

What does the marketing package contain?

We will create a comprehensive press release for you on your appearance at SWISSARTEXPO, which we will publish. Depending on the language, in German on Presstext or in all other languages on Newsfox. You can reach all German-speaking countries via Presstext and all other countries in the world via Newsfox. Of course, we will send you the press release in advance for approval.

We will highlight your artwork on our social media channels (Facebook and Instagram). These publications 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 sent to you digitally by wetransfer after SWISSARTEXPO. The photos are at your free disposal.

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

The marketing package costs CHF 550



OPENING OF THE EXHIBITION

Wednesday, 20 August 2025

The exhibition will open on Wednesday, August 20, 2025, at 6:00 pm.

There will be no official opening ceremony or vernissage! On the opening evening, we will organize an aperitif for the artists at 5:00 pm. Each artist may bring one guest to this aperitif. Customers, family, and friends should not be invited to this evening. Customers, family, and friends can be invited to the Art Party on Saturday, August 23, 2025 – there will also be a special program that evening!

The artist's aperitif on August 20, 2025, is intended to give artists the opportunity to get to know each other and make first contacts. We also look forward to toasting the opening of SWISSARTEXPO 2025 with you. The entire SWISSARTEXPO team will be present. You will also have the opportunity to clarify any last questions with the team or simply have a personal conversation.



ARTPARTY, Saturday, 23 August 2025

On the first day of the exhibition, there will be no vernissage. To ensure that all guests can arrive without any problems, we are hosting a large ART PARTY on Saturday, August 23, 2025. SWISSARTEXPO will also invite selected collectors and art enthusiasts to this event.

The ART PARTY begins 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 detailed program for the ART PARTY will be announced on July 1, 2025.



Contact details

This is how you can get in touch with us:

Our addresses:

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

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

Email: office@swissartexpo.com

Phone: +41 41 539 19 22

Website: www.swissartexpo.com

Responsible persons:

Dennys Zenklusen	CEO
Patricia Zenklusen	CVO/ Curator
Jenny-Rose Zenklusen	Marketing / Communication
Linda Hofstetter	Organisation/ Administration