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Solothurn, 2024

## INFORMATION 26th Swiss Art Supermarket

We would be pleased to send you detailed information on the implementation and the conditions of participation of the 26st Swiss Art Supermarket from the

**7 November 2025 to 11 January 2026 in Solothurn.**

After the successful art supermarkets of the past few years in Solothurn - with visitor numbers of up to 30,000 people and numerous reports in the press, radio and television - we are holding the Swiss art supermarket in Solothurn this year at the same time as Frankfurt, Berlin, Hamburg and Vienna. Here, as the name suggests, art in the style of a supermarket is offered at low fixed prices, but at the same time also presented in the form of a group exhibition.

Our main focus is on artists from Switzerland. However, artists from Germany, Spain, Cuba and other countries will also participate. A total of around 90 artists can participate.

The project is organized by "Denkstatt AG, Kunst und Kommunikation" in Solothurn. We work together with Mario Terés, the initiator of the art supermarkets in Frankfurt, Berlin and Vienna. The art historian has been active as an exhibition organizer in Germany for many years and has extensive experience in the international art world.

### **The concept of the Solothurn art supermarket**

Each participating artist submits at least 40 original works in commission. A high level of quality and recent works are required (the art supermarket does not sell any remaining items...).

The works will be packed uniformly and offered at four fixed prices, namely CHF 99, CHF 199, CHF 399 and CHF 599.

A hip-high box measuring 30 x 50 x 70 cm is available for each artist. In addition, at least one work by each artist is presented individually (on the wall or on an easel). All artists will be presented on posters and in the exhibition catalogue with artist's CV and portrait-photo. Experienced staff is available to sell the works.

### **That speaks for the art supermarket**

- The art supermarket project brings a **large and very diverse selection of artists** closer to a broad public.
- The art supermarket arouses interest in art and shows that the **purchase of original art is possible for everyone**. It promotes discussion about and about art.
- The art supermarket promotes the purchase of **unique pieces and original works** as an alternative to printed mass-produced goods.
- The art supermarket enriches the Swiss art landscape and offers a large number of artists a **new sales and exhibition forum** with a correspondingly large number of contacts.

### **We advertise your art nationally**

The organizers of the Swiss art supermarket are engaged in intensive marketing. This means that an artistically designed colour poster will be displayed in the Solothurn area and elsewhere in Switzerland. The event is reported on in various magazines and in the national event calendars. In addition, 20,000 brochures are distributed and sent out as invitations to the vernissage. Advertising is also done on the Internet via social media. And the media are supplied with extensive information material. As a result, the Swiss art supermarket will become a media event throughout Switzerland.

At the opening of the exhibition we will hold a vernissage and at the end a finissage.

It should be noted that the profitability of the exhibition project Art Supermarket is designed for several years due to the high costs involved (advertising, rooms, material and personnel costs, etc.). Any profit will be invested in the organisation of the exhibition.

For further information, please refer to the enclosed conditions of participation.

### **Are you interested?**

If you are interested in our project, please contact us in writing by 28 February 2025 at the latest. Your short application by e-mail with vita, photos of work examples and (if available) other documents such as exhibition catalogues, newspaper clippings, etc. will serve as a first preliminary selection.

If the pre-selection is positive, we will ask you in mid-March to send us an original for each price category as an example.

The final selection will be completed by the end of April.

Peter-Lukas Meier (exhibition organizer) and Mario Terés (art historian) are responsible for the selection.

Please do not hesitate to contact us if you have any questions.

Important!

By submitting your application you agree to the enclosed conditions of participation.

We look forward to getting to know you and your artwork!

Friendly greetings



Peter-L. Meier  
exhibition organizer

# conditions of participation

26th Swiss Art Supermarket in Solothurn

November 7, 2025 - January 11, 2026



## Your participation provides for the following:

You create in different formats

(usually up to max. 70 x 100 cm, large formats are possible by arrangement)

at least 40 works, signed by hand

(at least 10 works per price category, but you may deliver more)

and bring us to Solothurn by 17 October 2025 ready packed.

## Important:

- The pictures must **not be older than 5 years!** Each picture must be signed by hand and marked with the year of production "artist's name 202x".

We do not organize a picture flea market and no clearance sale!

- Works that are significantly larger than 70x100cm will also be accepted. But please contact us beforehand. Logistics!

- It is important that all pictures of all artists presented in the exhibition are packed identically. Therefore, the organizers will provide you with packaging materials (cellophane wrappers and cardboard up to 70x100 cm) free of charge. The participants will receive a corresponding order form. The packaging material can be collected in Solothurn from mid-August by prior arrangement. Larger mailings will only be sent by cash on delivery or will be charged to the artists.

- The pictures are plano, **unframed**, uniformly packed in cellophane sleeves with cardboard and labelled on the labels provided, to be delivered to Solothurn. The packaging of the works will be arranged by the artists themselves. They are also responsible for the transport of their works to the exhibition venue and for any return transport of the paintings after the exhibition.

- The artists themselves determine the price category to which the pictures are to be assigned.

## Your profit

- The artists receive a 50% share of the net proceeds from the sale of their works. The net proceeds result from the gross turnover less the credit card commissions and less a VAT share of 4.05% (based on VAT 8.1%)

- There are no additional costs for the artists.

- The costs for advertising, room rental, installations, lighting, poster printing, printing of advertising material, invitation cards, exhibition catalogue, insurance, personnel, etc. shall be borne by the organizer. There are no advertising costs for the artists.

- All artists will receive an exact invoice for the sale of their works at the end of the exhibition. Payment will be made to the account designated by the artists after the final invoice has been issued.

## Organizational matters

- All artists leave their works to the organizers on commission for the duration of the exhibition.

- The latest delivery date is 17 October 2025.

- All unsold works will be returned to you at the end of the exhibition and can be sold at your own discretion.

- The transport of the artworks to Solothurn and (after the exhibition) back to the artists is the responsibility of the participating artists.