

Promotion of Aspiring Artists – Visual Arts

Support for Presentations at Art Fairs

The Swiss Arts Council Pro Helvetia supports presentations by up-and-coming artists at renowned art fairs in order to boost the artists' international visibility, enable them to take initial steps into the market and become financially independent. These measures are part of the overall promotion of aspiring artists, for which Pro Helvetia is responsible in accordance with the Culture Promotion Act.

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Criteria for Support

This promotional tool has been created for art galleries that are planning to exhibit works by an aspiring artist at an art fair. Support is provided for solo exhibitions and presentations that take up at least 50% of a booth's volume at the fair.

Aspiring artists are understood to mean those who are in the first five years of their professional artistic career (either after they have obtained their artistic degree or following the first public presentation of their work). The upper age limit is 35.

Eligible for support are galleries that fulfil the following criteria:

- Gallery operation as principal function;
- Ongoing exhibition activities with regular opening hours on the gallery's own premises;
- Intermediary services and trade in contemporary art;
- Professional track record of at least two years;
- High programme quality;
- Art fair booth size of 35m² at most.

Deadlines

The deadlines for applications are **1 March** and **1 September** each year. Applications must be submitted at least eight weeks before the opening of the art fair.

Pro Helvetia accepts applications from galleries for the support of presentations by aspiring artists at art fairs exclusively via www.myprohelvetia.ch.

Galleries can apply for support from Pro Helvetia before applying for participation at the art fair. If Pro Helvetia grants the requested support, it does so under the condition that the gallery provides definitive confirmation of participation at the fair.

Dossier Contents

- Project description, incl. booth design;
- Copy of the application form to the fair;
- Information on the gallery and the art fair, incl. date of event(s) in question;
- Information on emerging Swiss artists participating, incl. biographies and visual documentation;
- Budget and financing plan, incl. amount of support requested from Pro Helvetia.

Contributions

The maximum amount of support granted by Pro Helvetia is CHF 10,000.

Contributions can be made to:

- Booth rental costs;
- Transport and insurance costs;
- Rental costs for equipment;
- Travel costs of the artists involved.

Further Information

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