
The Art Farm Gallery

Switzerland

The Art Farm Gallery's history & basis:

The Art Farm Gallery is a private nonprofit gallery that operates in the Lake Geneva area and adjoining State of Valais, Switzerland.

Its concept arose during the subprime crisis, when art sales slumped for starting and emerging artists but conventional galleries didn't lower

The fees, nor %, they took from them, raising them, in fact, to make up for their own financial difficulties and falling back on established artists exclusively for security.

So an artist and a financial analyst sat down together to try and figure out a different way of doing things. They reasoned that:

- In a country infamous for its real estate & living costs, having fixed walls year round made little sense, -Especially considering the actual amount of time they hosted a notable amount of people (i.e.: openings)- and that was in good times in bad times few still went to galleries, -and those who did rarely bought,- and,

- As the Art Market itself was furiously closed to new comers, a new art market and obviously had to be established.

So they conceived of a gallery that would have no fixed walls, -thus no fixed expenses,- instead, it would go where and when events drew a large number of people and/or press exposure was most likely, with an offer adapted to demand whenever possible to maximize sales opportunities, = this way, it could keep expenses to a strict targeted minimum.

Concurrently, The Art Farm Gallery would hold contests and use the inscriptions fees to rent well located & reputed exhibiting areas in order to show it's contests winners works. This in Lake side towns (such as Geneva/Montreux/Nyon) and, beyond, in towns such as Martigny during it's Month Long Verbier Classical Music Festival,- In some rare cases (like international and national art fairs or very special offers, like a castle for hanging) it would offer artists a rent share opportunity, the fee being divided by the number of artists (and by % of surface area when big enough to enable those with very little means to participate, too, when possible.)

Finally, it would work with local, state or national cultural authorities to create and/or participate in cultural events throughout the French speaking region of Switzerland. Advertising would be done through the press/media whenever possible and just about any positive cost free way that was available (a game show on national TV, for instance, and the use of a state promotional web site for a weekly art analysis of works of the gallery's choice.)

- To start, they opted for a region at the cross road of Italy, France, and Switzerland, with a strong artistic inclination (through its foundations, museums and collectors) where luxury resort & thermal stations provided an international clientele with the means to buy, -and the leisure to be well disposed to do so-

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To gain popular support, however, The Art Farm Gallery's first "show" was set up on a mountain pass during a pastoral event with small related works offered for sale at affordable prices. This earned it's first article and led to some unusual showing/exhibiting opportunities (like at 10'000 feet with an incredible view during the mythical International Alpenhorn Festival, and in the Presidential tent for a national televised event) with the offer slowly growing in size, prices rising, and sales moving into buyer's homes, -but small, low priced works always being offered as well (and impromptu mini shows being held on the side.)

This to make some on-the-spot cash earning possible for its artists, to cover transportation expenses, and in order to continue meeting new clients.

Regular shows, showings & Exhibits:

Expenses (Contest winners excluded):

- Gallerist's time (at minimum wage) for set up, take down, duration of the exhibit/showing (if applies.)
- Transportation (i.e.: gas) + transporter's salary (at minimum wage) from pick up point to exhibit & return (if not sold.)
- The packing, sending, and return of their work to & from pick up point (if applies.)
- Exhibit space fees divided by the number of artistes (if applies.)

Contest winner's expenses:

- The packing, sending, and return of their work from home to pick up point & back (if applies.)

Artists entering contract:

- Sfr. 50. -- P/months for the Gallery owner's continual promotion this guarantees sustained exposure to public and press as often as possible (but in no way guarantees sales.)

Accommodations for showing/exhibiting artists:

- Low cost lodging is available on an Alpenfield in a family house at Sfr. 35. – P/night with breakfast. (For information artists/people should expect to pay around Sfr. 75. – at Young Hostels in towns otherwise.)

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