
The Art Farm Gallery

Switzerland

The Art Farm Gallery's information for artists:

The Art Farm Gallery promotes its artists and visiting artists, as well as the sale of their works, in various ways, which are:

- Public showings
- Indoor Private showings
- Cultural events
- Exhibits
- Contests
- Special opportunities
- Press & media
- Artists under contract
- Internships

Public showings: Occur on the spur of an opportunity and last a day at most. Their objective is mainly to give artists an opportunity to earn some survival cash, -and to give The Art Farm an idea of the impact a new comers work has on a mixed public.- Types of works concerned are very-small-to-small, easily transportable invitation cards, drawings and paintings (Wildlife/Animal life, landscapes (mountains) and pastoral scenes) with a price range of Sfr 50.— to Sfr 400.—

Expense for the artist: Just transportation to and from, 1 snack for the art dealer if the artist is on location to help out. If not, the same + 20% on sales.

Indoor private showings: Occur only at a client's request, only with an offer specifically tailored to their demands, and concern artistes under contract with The Art Farm only, unless a visiting artist work has a high probability of arousing a given clients interest and the moment is right expenses for the artist: The Gallery retains 20% of the sales price for its contracted artists and 30% in the eventuality of a visiting artist making a sale.

Type of works: small, medium, to medium-big sized. Often bought to set the mood in luxury mountain homes but tastes are more varied. All works must be impeccably presentable. Price range is from Sfr. 250.-- to Sfr. 3'000.-- (payments over Sfr. 500.—can take up to a month.)

Cultural events: Cultural events offer the best spontaneous press exposure opportunity available to the artists, thicken CV's, and give a taste of the most stressful exhibiting conditions there are, before, during and after —sales, however, should not at all be expected at some, and differed ones can only be hoped for at others = cultural events should be more seen as an opportunity to make some contacts than a sale opportunity. Cultural events can last anywhere from 1 day to 10 days.

Expenses for the artists: transportation to and from, set up take down, art dealer's time (at minimum wage) divided by the number of artistes if applies.

The Art Farm Gallery is usually invited, in which case no rental fees are required (in the rare event that a rental fees is required, artists are consulted well in advance.)

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Exhibits: Offer different opportunities to artists. The first being an idea of how their work impacts on people whose sole interest is art (or the subject of their art work.) The second being an addition of some, or considerable, interest to one's CV (especially if the press is involved.) The Art Farm Gallery, however, was created because of people's loss of interest in galleries whose charges were hard to bear for artists. For this reason exhibits are only planned when all the conditions are at their optimum (Good location, no, or low, rent, no others events likely to distract from it, etc.) This does not, however, guarantee affluence, or sales.

Type of works: Dependant on exhibit. Exhibits either have a theme, or then simply show work.

Expenses for the artists: All expenses are shared by the artists, i.e. transportation from pick up point to exhibit & back if not sold, gallerist's time (at minimum wage) divided by the number of artists if applied (for set up, take down, rental fees (if applies) and The Art Farm retains 20% on sales.

Exhibits concern all artists interested provided their works or subject fits in.

Contests: ... Are the most cost effective way of exhibiting provided if you are in the top 10 winners, they allow exposure some prestige, and are good for CV's. However, if only 10 out of 400 applicants win, that means 390 people have lost \$20, -with honorable attestations for another 5, that still makes 385.... That money is used to rent the best exhibiting space available for the sum available, for gallerist's time (at minimum wage) for the duration (from pick up to return) and, if size requires, a part time assistant (at minimum wage.)

Expenses for artists: Contest inscription fees, getting his/her work to pick-up point (UPS prepaid & return). The Art Farm Gallery retains 20% of sales.

Special opportunities: Special opportunities include exceptional exhibiting spaces, (for example, a castle for hanging and un-usual, grab-them-on-the-spot opportunities like the Presidential tent during a national televised event, etc.) These opportunities are offered to the most reactive and somewhat adventurous artists. They can involved any size and type of work, can be a few hours to 3 or weeks, some are hectic' from set up to take down, -others, quite calm.

They concern the Gallery's artists; -or whoever under hand corresponds-.

Expenses for artists: Transportation from pick up point to exhibit & back if not sold, art dealer's time (at minimum wage) (for set up, take down), rental fees divided by the number of artist if applies. The Art Farm retains 15% on sales.

Press, media: To exist without permanent walls, The Art Farm Gallery makes use of every appropriate cost free opportunity available to promote its artists -and visiting artists- works. This included radio talk shows, game shows on national TV, magazine and news paper articles and recorded interviews, the Swiss Tourism Agency, promotional web sites, its own write ups, etc.-

Most of all, it never forget that, in a country where farmers walk around with a few thousand \$ in their pockets for business, a certain degree of humility is necessary, while elitism is downright counterproductive.

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Artists under contract: Artists under contract can participate in all shows (provided their work is suitable for subject or clients involved) except contests, -which they can enter provided the jury is international & at the same conditions as all other contestant-.

Expenses for artists: The fee is Sfr. 50.—p/months for the art dealer's continual promotion and guarantees sustained exposure to public and press as often as possible (but in no way guarantees sales.) Expenses are the same as for others artists otherwise, with occasional advantages.

Internships: Internships are open to artists, to future gallery assistants/owners, and art history students.

Conditions can be extremely stress full, but have the advantage of dispelling all illusions, and offering real life situations one won't be at loss with thereafter: Internships can last just a few days (for artists) to 2-4 weeks (for art history students & future sales professional) and usually include free lodging.

Impeccable presentation is required.

Pleasure in public contact is most helpful and a second language is recommended.

Required:

- A well presented CV and Portfolio
- Punctuality is an obligation
- An acceptable presentation: The Art Farm Gallery isn't into "people" type shows, preferring that buyer's attention be centered on the works for sale.
- All engagements must be held. (To ensure this, expenses are at least in part prepaid once an agreement for an event has been reached.)

- Artists are otherwise free to end their collaboration with The Art Farm at any moment provided they have given a months' notice and have not accepted other engagements with The Art Farm Gallery already engaging the Gallery's name, nor finances in the future.
- The Art Farm also reserves the right to end a contract with one month notice, or, in exceptional circumstances such as a held engagement, culturally offensive behavior, etc.

The Art Farm Gallery
P.O. Box 1587
1211 Genève 1

christiangysler@theartfarm.ch
www.theartfarm.ch