

1. Conceptual Framework

Frauenzone · Vevey Edition 2026 proposes a contemporary reading of craft as a territory of innovation, resistance, and cultural production. The exhibition brings together practices developed by women artists who expand technique—manual, material, digital, or hybrid—as a system of knowledge capable of generating memory, archive, and visual thought.

In this edition, craft is not understood as an inherited gesture, but as an active methodology that transforms experience into language. Each discipline unfolds as a process that produces meaning:

- **Textile practice** emerges as a sensitive architecture where the weave organizes affections, memory, and cultural relationships.
- **Ceramics** preserve the materiality of time; each piece is evidence of the body, the process, and the persistence of making.
- **Painting** becomes a territory of visual research, where the surface functions as a field of analysis and not merely as an image.
- **Photography** operates as an expanded archive, recording both what is visible and what filters through the margins of reality.
- **Performance** activates the body as a critical tool, turning action into a method for interpreting and challenging contemporary culture.
- **Installation and video** articulate devices that connect space, technology, and narrative, expanding the viewer's experience toward new forms of cultural reading.
- **The artist's book** functions as an editorial device and portable archive: a structure where image, text, and materiality integrate to produce knowledge, preserve processes, and activate intimate and collective narratives.

Frauenzone Vevey 2026 is conceived as a space where technique becomes thought and materiality becomes narrative. The invited artists work through processes that transform craft into a bridge between tradition and innovation, between memory and future.

The exhibition operates as a living archive, where each work is an entry, a trace, and a form of shared knowledge. Here, creation abandons its role as an object of contemplation to become a system for reading the present: a place where experience is processed, transformed, and becomes culture.

2. Territorial Context · Vevey

The 2026 edition of Frauenzone is situated in Vevey, a Swiss city whose cultural identity is deeply shaped by image, memory, and visual experimentation. This territory, located on the shores of Lake Léman, has built an international reputation thanks to institutions dedicated to photography and visual culture, including the Musée de l'Appareil Photographique and the Images Vevey festival.

The presence of Fresa y Chocolate Gallery—an independent space directed by Dayamí Hayek—adds an intimate, experimental, and community-oriented dimension. Its programming, focused on emerging practices and transcultural dialogues, makes the gallery a meeting point for artists, curators, and audiences seeking sensitive, critical, and situated proposals.

Vevey offers a fertile context for reflecting on women's artistic practices within the Swiss art scene, articulating technical tradition, innovation, and cultural resistance. The choice of Vevey as the venue is a declaration of intent: a territory where craft, materiality, and identity intertwine with contemporary symbolic production.

Exhibition Address:

Fresa y Chocolate Gallery

Rue de la Madeleine 12

1800 Vevey – Switzerland

<https://www.fresaychocolate.gallery/>

3. Curatorial Methodology

A. Research and Selection of Practices

The selection prioritizes practices in which craft—manual, technical, material, or hybrid—becomes a tool for thought. The aim is not to find a common aesthetic, but a shared methodology: creation as a form of knowledge.

Criteria: technical rigor, innovation, articulation between materiality and narrative, capacity to generate archive, and cultural relevance.

B. Documentation and Living Archive

The exhibition integrates photographic and audiovisual documentation, technical sheets, an institutional catalog, and an expanding digital archive. The archive is a structural component of the project.

C. Exhibition Layout

Organized into thematic nuclei:

materiality and time; body and action; archive and memory; image and surface; weave and structure; narrative and technology.

D. Dimensions and Formats of Works

- Two-dimensional works: maximum 120 × 120 cm
- Three-dimensional works: maximum 120 × 100 cm
- Special formats: video art, performance, and artist's books will be evaluated according to technical, spatial, and conceptual feasibility.

E. Requirements for Participation

Being a woman artist; presenting a work coherent with the conceptual framework; submitting a dossier including a statement, artistic CV, images, technical sheet, and a brief description of the process.

4. Timeline

Call and Selection

- Submission of proposals: 07 September 2026
- Announcement of selected artists: 11 September 2026

Production and Logistics

- Delivery of works: 17–18 September 2026
- Installation: 18 September (afternoon)

Exhibition

- Vernissage: 19 September 2026
- Finissage: 3 October 2026

Post-Exhibition

- Pickup of works: 3 October (after closing)

5. Submission of proposals

htkunstprojekt@gmail.com

www.honystorres.com/htkunstprojekt

6. Collaborative Participation Fee

Fee: 450 CHF (selected artists only).

Payment: 14 -15 September 2026.

The fee covers installation, use of the exhibition space, materials, documentation, catalog production, curatorial management, communication, and digital archiving.

This model is standard in independent Swiss art spaces.

Contract Signing

Selected artists must sign the participation contract between 14 and 15 September 2026, together with the payment of the collaborative fee.

The contract formalizes the agreements regarding exhibition, documentation, catalog, archive, and sales policy.

7. Sales Policy and Commission

30% commission only when the gallery manages the sale or uses its payment methods.

0% commission on direct sales managed by the artist.

A mixed model that sustains the operation of the space and professional mediation.

8. Technical Conditions

Works must be delivered ready to install, with secure and fully functional hanging systems.

The gallery does not make adjustments or add hanging hardware.

Works without adequate systems cannot be installed.

9. Insurance

The gallery has civil liability insurance.

Artists must deliver works in good condition and with secure hanging systems.

The insurance does not cover damage resulting from defective hanging systems, insufficient packaging, or fragile techniques not previously declared.

10. Target Audience

Artists, curators, critics, students, collectors, cultural managers, and specialized press.

Frauenzone activates dialogue and the circulation of artworks, thought, and critique within the Swiss and transnational contemporary art scene.

Final Declaration

Submitting a proposal implies acceptance of all technical, curatorial, administrative, and logistical conditions outlined in the call.

The artist commits to fully complying with these conditions if selected.