

1. Conceptual Framework

A. Central Idea: The Power of Small Format

MINIART is an exhibition platform dedicated to exploring how artists can deploy skill, identity, and narrative strength within a reduced space. Far from being a limitation, the small format becomes a territory of precision, where every gesture matters and every visual decision gains intensity.

The exhibition brings together works ranging from 25 cm to 50 cm, inviting artists to demonstrate their capacity for synthesis, their command of detail, and their ability to build complete universes within contained dimensions.

B. Visual Dialogue and Internal Coherence

Although the thematic approach is open, MINIART establishes a fundamental criterion:
the works must engage in dialogue with one another.

Each artist may present pieces as a collection, a series, a shared theme, or a conceptual variation, always maintaining a recognizable identity across the selected works. This internal dialogue allows each participation to be perceived as a coherent micro-world within the broader structure of the exhibition.

C. Diversity as Curatorial Richness

The open call seeks to gather a selection rich in styles, techniques, and approaches, offering visitors a plural and vibrant experience. MINIART celebrates diversity as a driving force of contemporary creativity:

different visual languages,

- different materialities,
- different sensibilities,
- coexisting in the same space without hierarchy.

The goal is for the audience to encounter true variety—both aesthetic and conceptual—so that the exhibition functions as a map of possibilities within the small format.

D. Accepted Techniques and Mediums

MINIART welcomes works across a wide range of disciplines, as long as they can be presented on the wall:

- Painting
- Photography
- Wall sculpture
- Ceramic wall pieces
- High-relief works
- Textile art
- New materials and experimental wall-based techniques

This technical openness allows the small format to expand into hybrid, tactile, and contemporary territories.

E. General Curatorial Concept

MINIART is conceived as a constellation of small intensities.

Each artwork is a point of light; each artist, a distinct voice; each grouping, a micro-visual narrative. The exhibition is built as a woven structure where the pieces converse, contrast, complement, and at times challenge one another.

The small format becomes a space of intimacy, precision, and concentrated power, inviting viewers to come closer, observe carefully, and discover the complexity that inhabits the minimal.

F. Purpose of the Project

- To promote small-format creation as a contemporary visual language.
- To bring together artists with diverse and solid proposals.
- To offer an accessible, intimate, and high-quality exhibition experience.
- To create a space where small works possess the same conceptual strength as large-scale pieces.

2. Venue and Cultural Context

Vevey: a vibrant cultural territory

MiniART takes place in Vevey, a Swiss city known for its dynamic cultural activity and its long-standing artistic tradition. Vevey hosts emblematic institutions such as the Musée de l'Image (Musée de la Photographie) and the prestigious Festival Images, one of Europe's most important photography events, which transforms the city into an open visual stage.

This environment makes Vevey a fertile territory for contemporary art, where experimentation, aesthetic diversity, and interdisciplinary dialogue naturally resonate.

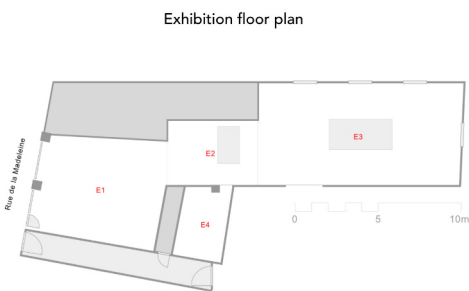
Fresa y Chocolate Gallery:

The exhibition is held at Fresa y Chocolate Gallery, located at Rue de la Madeleine 12, 1800 Vevey.

The gallery has established itself as a space dedicated to promoting emerging and international contemporary artists, with a program that embraces plural visual languages and builds bridges between cultures and artistic practices.

Its mission is clear: to create a territory where artworks and audiences meet without hierarchy, turning the exhibition space into a laboratory of perception and dialogue.

The exhibition space:



Total Exhibition Area		≈ 160 m ²
E1: Front area	8 x 6 m	48 m ²
E2: Intermediate area	6 x 4 m	24 m ²
E3: Main area	12 x 6 m	72 m ²
E4: Auxiliary area	5 x 3 m	15 m ²

Approximate dimensions



The gallery offers approximately 160 m² of exhibition space, distributed across four areas that allow for a fluid and organic visitor experience:

E1 – Front Area (48 m²): the entrance zone, ideal for impactful works that introduce the exhibition's conceptual framework.

E2 – Intermediate Area (24 m²): a transitional space, perfect for pieces that act as bridges between artistic languages.

E3 – Main Area (72 m²): the heart of the exhibition, spacious and luminous, where painting, photography, and sculpture can unfold in expansive dialogue.

E4 – Auxiliary Area (15 m²): an intimate zone suited for works requiring proximity, detailed reading, or quiet contemplation.

The architecture—its shifts in scale, clean lines, and natural circulation—allows each artwork to activate its own territory while contributing to a coherent ecosystem.

3. Curatorial Method for Artist Selection — MINIART

The selection of artists for MINIART is grounded in a rigorous curatorial process designed to ensure technical quality, conceptual coherence, and the harmonious integration of each proposal within the small-format exhibition framework. This method guarantees a diverse, solid, and well-articulated show, offering the public a rich experience in visual languages and aesthetic depth.

A. Technical Mastery and Strength of Execution

The first selection criterion is the artist's technical maturity. MINIART invites creators whose practice demonstrates:

- Precision in material handling, whether painting, photography, ceramics, textiles, wall sculpture, or new media.
- Rigorous execution, where each work reveals control, intention, and formal clarity.
- Sustained practice, reflected in a coherent and professional body of work.
- Visual impact, understood as the ability to generate strong presence even within reduced formats.

This criterion ensures that the works presented, although small, possess a compelling presence and impeccable craftsmanship.

B. Internal Coherence and Dialogue Among Works

Each artist must present a group of works that engage in dialogue, whether as:

- A series,
- A collection,
- A thematic variation,
- A material exploration,
- Or a personal conceptual territory.

Internal coherence is essential: the pieces must share a recognizable identity, a guiding thread that allows the proposal to be read as a micro-universe within the exhibition. This internal dialogue contributes to MINIART's overall structure, where each participation functions as a chapter within a collective book.

C. Conceptual Reading of the Artist's Approach

Beyond technique, MINIART selects artists whose work offers contemporary conceptual readings, capable of enriching the exhibition's broader framework. Considerations include:

- Conceptual depth, where the work is sustained not only visually but intellectually.
- Discursive coherence, understood as the clarity of the artist's intention and their ability to articulate ideas through imagery.

Relevance within the project

Ensuring that each proposal expands, complements, or enters into dialogue with the diversity of visual languages present in MINIART.

This criterion allows the exhibition to become more than a gathering of artworks: it transforms into a space where multiple conceptual territories coexist and mutually enrich one another.

D. Aesthetic Diversity and Richness of Visual Languages

MINIART seeks a broad selection that represents the plurality of contemporary art. For this reason, artists who contribute:

- Contrasting styles,
- Diverse materialities,
- Hybrid or experimental techniques,
- Personal and authentic perspectives,

are considered.

Diversity is not an accessory; it is a curatorial axis that ensures the exhibition remains vibrant, dynamic, and stimulating for the audience.

E. Integration within the Small Format

Finally, the artist's ability to work effectively within reduced dimensions (25 cm to 50 cm) is evaluated. The small format demands:

- Synthesis,
- Precision,
- Visual economy,
- Concentrated intensity.

Selected artists are those who manage to transform the small format into a space of power, intimacy, and detail.

Conclusion

The MINIART curatorial method combines technical rigor, conceptual coherence, internal dialogue, aesthetic diversity, and mastery of the small format. This approach ensures that each artist contributes meaningfully to the construction of a rich, articulated, and contemporary exhibition.

F. Curatorial Direction and Artist Selection

The selection of participating artists is carried out by HT Kunstprojekt, which assumes the responsibility of building a solid, coherent, and diverse exhibition. From this platform, proposals are carefully evaluated to ensure that each creator contributes technical quality, conceptual clarity, and a visual identity capable of engaging with the spirit of MINIART.

HT Kunstprojekt acts as the articulating axis of the project, ensuring that the exhibition maintains a high professional standard and that each work contributes significantly to the visual and conceptual fabric of the whole.

Official MINIART Standard – Column Presentation per Artist

Mounting Format

The works are presented in vertical columns, and each column belongs to a single artist. Every column functions as a curatorial unit, where the identity, visual language, and internal coherence of the proposal can be clearly read.

1. Columns by Artwork Format

Fixed spacing between works within the column:

- 5 cm between each piece.

a) Format 25 × 25 cm

- 5 works of 25 × 25 cm per artist
- Installed in a single vertical column.
- The column presents a coherent series, collection, or thematic approach.

b) Format 30 × 30 cm

- 4 works of 30 × 30 cm per artist
- Installed in a single vertical column.
- Designed for small-format proposals with greater visual presence.

c) Format 50 × 50 cm

- 3 works of 50 × 50 cm per artist
- Installed in a single vertical column.
- This format is reserved for works with stronger visual weight, maintaining coherence and internal dialogue within the series.

2. Curatorial Reading

- One column = one artist.
- Each column presents a coherent series (theme, collection, material variation, or conceptual exploration).
- The 5 cm spacing ensures visual breathing and a clear reading of each work within the whole.

Format Flexibility

Although MINIART establishes base formats of 25 × 25 cm, 30 × 30 cm, and 50 × 50 cm, works falling within these dimensional ranges may be considered. Any alternative format must be consulted and approved by the curatorial direction of HT Kunstprojekt, ensuring the visual coherence of the columns assigned to each artist.

Conclusion

In MINIART, the works are presented in vertical columns, where each column corresponds to a single artist. According to the selected format, artists work with series of 5 works in 25 cm, 4 works in 30 cm, or 3 works in 50 cm, maintaining a 5 cm separation between each piece. This standard ensures a clear, fair, and coherent reading of every proposal within the curatorial framework of the project.

4. Timeline, Production, and Logistics

Exhibition Schedule

- Exhibition dates: 28 November – 19 December 2026
- Vernissage: 28 November 2026
- Finissage: 19 December 2026

Production and Logistics

- Delivery of works: 26–27 November 2026
- Installation: 27 November 2026
- Pickup of works: 19 December 2026 (after closing)

5. Collaborative Participation Fee

Fee: 200 CHF

Payment: 1–5 November 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 art spaces in Switzerland.

6. 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.

7. Technical Conditions

All works must be delivered ready for installation, equipped with secure, fully functional, professionally mounted hanging or support systems.

The gallery does not modify artworks, adjust frames, or add hanging hardware under any circumstances.

Pieces that arrive without adequate installation systems cannot be installed.

Artists are responsible for transporting their works to and from the gallery, including packaging, insurance, and any logistical arrangements required for safe delivery and pickup.

8. Contract Signing

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

9. Insurance

The gallery has civil liability insurance.

Artists must deliver their 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 that have not been previously declared.

10. Target Audience

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

Final Declaration

By signing the participation contract, each invited artist formally acknowledges and accepts all the terms and conditions established in this document.

Participation in MiniART is contingent upon full compliance with these guidelines, including technical requirements, logistical procedures, and delivery deadlines.

The signature of the contract constitutes the artist's agreement to collaborate within the framework established by Fresa y Chocolate Gallery.