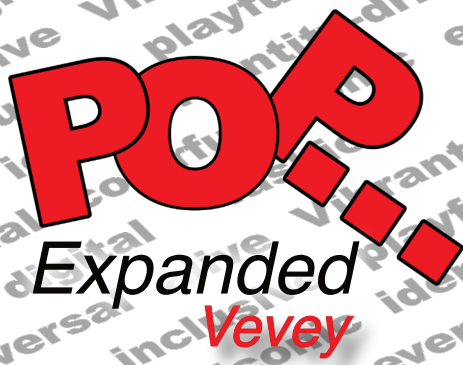




1. Conceptual Framework

1. Core Idea

POP Expanded is an exhibition that understands POP as a living, mutable language deeply connected to contemporary culture. It does not limit itself to the classical iconography of Pop Art or its neo-pop legacies; instead, it explores how today's artists reinterpret their media, technological, and social environment through playfulness, irony, critique, fashion, craftsmanship, and the visual saturation of the present.

POP Expanded proposes that POP is no longer a style: it is a cultural ecosystem where digital immediacy, urban aesthetics, consumer culture, identity, humor, and artisanal resistance coexist.

2. Scope and Diversity of Practices

The exhibition brings together works from:

- Painting — from the appropriation of contemporary symbols to the defense of manual craftsmanship.
- Sculpture and object — pieces that engage with material culture, design, fetish, and urban iconography.
- Photography — explorations of identity, fashion, body, city, and visual saturation.
- Video art and digital media — narratives that reflect on screens, interfaces, memes, virality, and media presence.
- Fashion and wearable art — garments, textiles, and accessories as surfaces for POP discourse.

This diversity is not decorative; it is structural. POP Expanded is built from mixture, hybridity, and the expansion of artistic languages.

3. Conceptual Context

The conceptual framework is sustained by three axes:

A. POP as a mirror of the present

Artists observe their immediate environment — the city, social networks, visual culture, politics, advertising, identity — and transform it into images that reveal the tension between the everyday and the spectacular.

B. Irony, Playfulness, and Critique

Humor, exaggeration, play, and irony function as tools to question:

- media saturation,
- consumer culture,
- the construction of identity,
- the stylization of everyday life,
- the relationship between body and technology.

C. The Tension Between Craft and Technology

POP Expanded acknowledges two equally valid positions:

- Artists who innovate through technology, exploring AI, video, interfaces, animation, augmented reality, and digital processes.
- Artists who resist technological change, defending craftsmanship, painting, manual gesture, materiality, and tradition.

Both positions coexist without hierarchy: the expansion of POP unfolds in every direction.

4. Curatorial Objective

The objective is to show how contemporary POP:

- expands its limits beyond art,
- absorbs global visual culture,
- engages with fashion, design, the street, and technology,
- questions the relationship between image, identity, and consumption,
- proposes new ways of narrating the present.

POP Expanded is a platform where art becomes experience, object, garment, screen, gesture, memory, and noise.

5. Guiding Questions of the Exhibition

- How is visual identity constructed in the era of hyper-image?
- What does “POP” mean when everything is reproducible, viral, and ephemeral?
- How do traditional craftsmanship and technological innovation coexist within the same cultural ecosystem?
- What role does fashion play as an artistic and political language?

6. Tone and Experience of the Exhibition

POP Expanded is not a silent exhibition:
it is vibrant, urban, colorful, critical, playful, expansive.

Visitors do not simply observe; they inhabit a POP universe where images become atmosphere, garments become discourse, and objects become narrators of the present.

7. Expected Outcome

An exhibition that:

- integrates multiple disciplines,
- opens space for diverse generations,
- engages with contemporary visual culture,
- presents POP as an expanded language,
- builds a critical and aesthetic narrative of the now.

8. Venue and Cultural Context

The City of Vevey: An Active Cultural Territory

The exhibition POP Expanded is presented in Vevey, a Swiss city renowned for its vibrant cultural activity and deeply rooted artistic tradition. Vevey is home to emblematic institutions such as the Musée de l'Image (Musée de la Photographie) and the prestigious Festival Images, one of the most important photography events in Europe, 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 find a natural space of resonance.

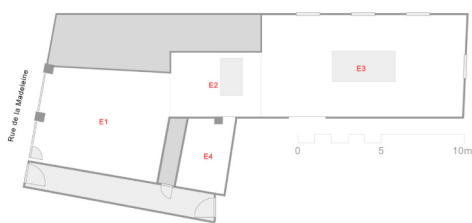
Fresa y Chocolate Gallery

The exhibition takes place 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 a plurality of visual languages and the creation of bridges between different cultures and artistic practices.

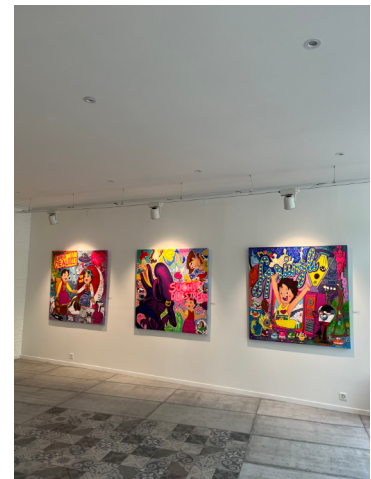
Its mission is clear: to create a territory where artworks and audiences meet without hierarchy, turning the exhibition space into a laboratory of perception and dialogue.

Exhibition floor plan



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

- E1 – Front Area (48 m²): entrance zone, ideal for impactful works and pieces that introduce the exhibition's overarching concept.
- E2 – Intermediate Area (24 m²): transitional space, perfect for works 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 of the space — with its variations in scale, clean lines, and natural circulation — allows each artwork to activate its own territory while contributing to a coherent ecosystem.

8. Timeline, Production, and Logistics

Exhibition Schedule

- Exhibition dates: 10 October – 24 October 2026
- Vernissage: 10 October 2026
- Finissage: 24 October 2026

Production and Logistics

- Delivery of works: 8–9 October 2026
- Installation: 9 October 2026
- Pickup of works: 24 October 2026 (after closing)

5. Collaborative Participation Fee

Fee: 450 CHF

Payment: 1–5 October 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 artist formally acknowledges and accepts all the terms and conditions established in this document.

Participation in POP Expanded 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.