

TERRITORIES ALIVE

1. Conceptual Framework

A. Core Idea

Territories Alive is built on a fundamental premise:

every artwork is a living territory.

Here, territory is not understood as geography, borders, or physical location, but as a space of artistic exploration where identity, gesture, material, memory, and symbol intersect.

Painting, photography, and sculpture become active cartographies, zones where the work breathes, expands, and transforms the viewer's perception.

B. Territory as Artistic Exploration

In this exhibition, territory is not only what the artist brings with them, but also what the artwork opens.

Painting

Painting creates territories of color, gesture, texture, and symbol.

It is an emotional and physical territory, where the surface becomes a field of energy.

Photography

Photography captures territories of light, time, presence, and gaze.

It is a territory of memory, observation, and revelation.

Sculpture

Sculpture occupies real territory: it invades space, transforms it, and demands a response.

It is a bodily, material, volumetric territory, where the artwork becomes an organism.

Each discipline expands the concept of territory through its own nature.

C. Territory as Encounter

Territories Alive is not a sum of artworks;

it is an ecosystem of territories.

Territories that vibrate, collide, dialogue, and intersect.

Territories that recognize and contradict one another.

Territories that become living geographies within the exhibition space.

The show proposes a place where:

- the intimate meets the political,
- the urban meets the ancestral,
- the geometric meets the organic,
- the documentary meets the symbolic,
- the personal meets the collective.
- The exhibition space becomes a map in motion.

D. Territory as Life

The title Territories Alive affirms that territories are not fixed.

They move, breathe, mutate, and transform.

Every artwork is an organism.

Every artist is a cartographer.

Every visitor is an explorer.

The exhibition is a living territory activated by the presence of the audience, completed by their gaze, and expanded through their interpretation.

E. Conceptual Synthesis

Territories Alive proposes an expanded reading of territory: not as a place, but as an energy. Painting, photography, and sculpture become living geographies where identity, gesture, memory, and material intertwine. The exhibition space transforms into an ecosystem of territories in motion, a place where the living manifests through color, body, symbol, and gaze.

2. Venue and Cultural Context

Vevey: a vibrant cultural territory

Territories Alive 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.

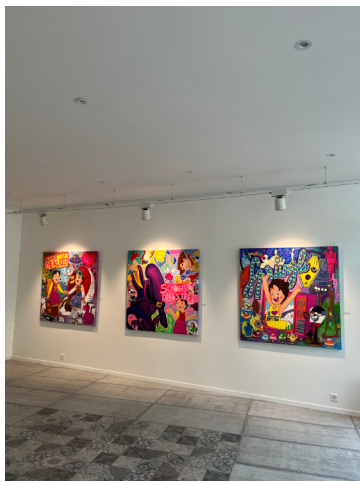
Fresa y Chocolate Gallery: a territory of encounter

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: a living architectural territory



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

The selection of artists for Territories Alive has been carried out through direct invitation from the gallery, following a curatorial approach that prioritizes both technical excellence and the capacity for meaningful dialogue among the works. This method reflects the vision of Fresa y Chocolate Gallery and HT Kunstprojekt to build exhibitions where diverse visual languages come together in a coherent, vibrant, and conceptually rich environment.

The invitation to each artist is grounded in three principal criteria:

A. Dialogue among the works

The foremost consideration has been the relationship the artworks establish with one another, focusing on conceptual resonance, aesthetic complementarity, and the ability of each piece to activate its own territory within the exhibition. The selection seeks to create an ecosystem where painting, photography, and sculpture amplify each other through dynamic interaction.

B. Technical mastery and execution

Technical rigor has been essential: artists were invited based on the maturity of their craft, the precision with which they handle materials, and the consistency of their artistic practice. The exhibition brings together works distinguished by their strength, visual impact, and clarity of intention.

C. Conceptual depth and coherence

Each artist contributes a distinct conceptual territory. Invitations were extended to creators whose work offers thoughtful, coherent, and contemporary readings, capable of engaging with and expanding the conceptual framework of the exhibition through their unique artistic languages.

Returning collaborators and new incorporations

Several of the invited artists have previously collaborated with the gallery in art fairs, past exhibitions, or curatorial projects, strengthening an ongoing professional relationship that continues to evolve through this new initiative.

Other artists have been selected because their work represents territories the gallery wishes to incorporate, enriching the aesthetic and conceptual diversity of our program.

HT Kunstprojekt as the inviting entity

All invitations have been issued by HT Kunstprojekt, under the direction of Honys Torres, in coordination with Fresa y Chocolate Gallery. This collaboration ensures a curatorial process that is rigorous, sensitive, and well-articulated, where each artist is invited not only for the quality of their work but for the relevance of their territory within Territories Alive.

4. Timeline, Production and Logistics

Exhibition Schedule

- **Exhibition Dates:** 12 September – 16 September 2026
- **Vernissage:** 12 September 2026
- **Finissage:** 16 September 2026

Production and Logistics

- **Delivery of Works:** 11 September 2026
- **Installation:** 11–12 September 2026
- **Pickup of Works:** 12 September 2026 (after closing)

5. Collaborative Participation Fee

Fee: 200 CHF

Payment: 1–5 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.

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, and 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 regarding exhibition, documentation, catalog, archive, and sales policy.

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.

Final Declaration

By signing the exhibition contract, each invited artist formally acknowledges and accepts all terms and conditions outlined in this document. Participation in Territories Alive is contingent upon full compliance with these guidelines, including technical requirements, logistical procedures, and delivery schedules.

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