

# QoQa & Visarte Vaud

# Art Special

# Call for projects

Unique prints by  
Swiss artists created  
for QoQa in collaboration  
with Visarte Vaud

# QoQa

First and foremost, QoQa is a Community with 950 000 members who benefit from attractive deals unearthed by the QoQa teams. It's also the accomplishment of 200 employees (aka Otters) who work every day with respect, fun and passion to offer the best service, but also to propose innovative projects such as DireQt and WelQome, two operations to support local businesses during the Covid-19 pandemic that raised more than 100 million francs.

# Visarte Vaud

The Visarte association represents independent visual artists, architects, and curators in Switzerland. Its aim is to defend the interests of its members at the political, legal and social rights levels. Founded in 1866, it has thousands of members and around twenty regional groups, including Visarte Vaud, which has its own unique characteristics.

# Context

On 27 March 2022, the first "Art Special" day was held by QoQa. The QoQa Community was given an exclusive opportunity to discover 7 prints by 7 artists of different ages and backgrounds who are members of Visarte Vaud. Of each work of art, 30 numbered and signed copies were produced by a local craftsperson. The prints could be purchased exclusively during the "Art Special" at a price of CHF 250 each. 50% of the proceeds went to the artist.

The operation was a great success! It was set up thanks to the collaboration between Visarte Vaud and QoQa.

Link  
<https://qoqa.ch/offers/41349>

The effects of the COVID health crisis are numerous, as we all know. The world of culture, and artists in particular, are still faced with a complicated if not catastrophic economic situation since the outbreak of the coronavirus. The crisis has only served to reveal a social and human fragility that already existed before. What's more, buying quality art at a fair and reasonable price is not easy. The range of art on offer often goes from one extreme to another, from a canvas exhibited in a gallery where the entrance is unaffordable for many people to cheap decorative prints produced in masses abroad. The "Art Special" was the first in a series of future initiatives designed to raise the profile of Swiss artists and support them, while at the same time making art more accessible. This is reminiscent of the initiative launched by QoQa 5 years ago, which enabled 25 000 people to take part in the first online community purchase of a work by the great artist Pablo Picasso.

# Participation

Professional Swiss artists, Visarte members and non-members alike, are invited to submit one, two or three print projects to a panel of judges. The selected works will be sold on QoQa during the following Art Specials.

The subject of the work is free, as is its format, but it must be no smaller than A4 and no larger than F4. The illustration technique is unrestricted (drawing, painting, photography, etc.). The same applies to the production technique, however, it must be possible to produce 50 copies of the work (+ 5 artist's proofs distributed between the artist, the craftsman, QoQa and Visarte Vaud). All prints have to be signed by the artist at the craftsperson's atelier and photographs will be taken by QoQa for publicity purposes.

The prints can be produced by the artist, if he or she masters the tool and the rendering, or ideally by a Swiss craftsperson. In the latter case, the selected artist will make a proposal and discuss it with the project leader.

Depending on the number of projects selected, sales on QoQa may continue over several years, since the Art Special is thought to take place only once every six months approximately. The project leader will decide on the distribution of prints with QoQa over time to ensure overall consistency.

Individual artists as well as artist collectives are welcome to participate. Projects submitted to the jury must not have been previously published and/or edited.

# Dossier

The selection procedure is anonymous. Each artist/artist collective may submit up to a maximum of 3 print projects in the following format:

- 1 A4 sheet with your first name, surname and contact details, in a blank sealed envelope
- 1 A4 sheet per project with the visual of your print proposal (1–3 images)
- 1 A4 sheet per project with the title of your print proposal, its dimensions, the technique used, the production technique (indicate the craftsperson you would like to work with if you have already made your choice) and a brief explanation of the work in question

Applications must be sent by 26 November 2023 at the latest by post (not registered mail) to Visarte Vaud, Parc Mon-Repos 3, 1005 Lausanne. Application dossiers will not be returned, so no originals should be submitted.



# Financing

A contract will be issued by Visarte Vaud to establish the commercial relationship between the selected artist/artist collective, QoQa and Visarte Vaud.

The number of sales on QoQa is not guaranteed. The possible maximum is 50 pieces. These prints (+ 5 artist's proofs) must be printed at once after the sale on QoQa in order to produce the correct number of prints.

The selling price is CHF 250 per print. Production costs must not exceed 20% of this amount, i.e. CHF 50 per print. The artist's profit equals 25% of the sale price, or in other words 50% of the profit, taking into account QoQa's and Visarte Vaud's administration, organization, logistics, packaging, distribution and communication costs. The artist's profit may be higher if production costs represent less than 20% of the sale price.

# Calendar

September 2023  
Release of the call for projects

November 24, 2023  
Deadline for the project proposals

February 2024  
Selection by the panel of judges  
Announcement of its decision

2024 – 2028  
Selling on QoQa  
Promotion events at QoQa Headquarters, Bussigny  
Production of the max. 50 prints (+ 5 artist's proofs)  
by a Swiss atelier

# Panel of judges

Nathalie Chaix  
Museum director of Musée Jenisch in Vevey

Jonas Durtschi  
Co-chairman of the panel and Qhome Otter at QoQa

Alexis Georgacopoulos  
Director of Haute école d'art et de design  
de Lausanne (ECAL)

Florence Grivel  
Art historian and journalist

Pascal Meyer  
Otter in chief at QoQa

Sandrine Pelletier  
Artist

Denis Roueche  
Co-chairman of the panel, artist, vice-president  
of Visarte Vaud and project leader

Michael Sutter  
Curator, art historian und director of Kunsthalle Luzern

The panel's decision is not subject to appeal.

# Contact

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1005 Lausanne

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[www.visartevaud.ch](http://www.visartevaud.ch)

