Online Viewing Rooms – Frequently Asked Questions

What is the theme of this Online Viewing Room iteration and which works can I present?

This latest iteration of our Online Viewing Rooms will focus on artistic practices that interrogate the parameters that have shaped our contemporary condition, both through current and historical lenses. Together, the featured presentations will aim to deepen our understanding of the disconnected realities that arose as a consequence of the events of the past year: the global pandemic, recent political upheavals, and the recalibration of social behavior across the globe.

Galleries can apply with proposals that examine the variety of concepts engaging with the past, present, and future (the notion of time); address the uncertainty that has shaped developments in geopolitical territories as well as the digital sphere (the notion of place); and explore the strategies that address social divides and the various definitions of the self (the notions of community and identity). Galleries can show up to eight works at a time, dating from 1900 to 2021, in dedicated solo or group presentations of up to three artists.

Who can apply for participation in OVR: Portals?

All accepted exhibitors to Art Basel's 2016, 2017, 2018, 2019, 2020, and 2021 shows. In addition, the curatorial team may reach out to galleries that do not meet these fair participation criteria to submit proposals pertaining to the curatorial concept.

How many galleries can participate in OVR: Portals?

Art Basel has decided not to limit the number of participating galleries for this edition of Online Viewing Rooms. The participation number will depend on the number of high-quality applications received.

How many artists can I show in OVR: Portals?

The number of artists is limited to 3 artists per room.

How many works can I show in OVR: Portals?

You may show a maximum of 8 works at the same time. You may exchange works throughout the live duration of the show, so long as they are in line with your original proposal.

What is the involvement of the curatorial team in this edition of Online Viewing Rooms?

The curatorial team has developed this edition's curatorial concept. In addition, the curators may solicit galleries for suitable artist projects and will be part of the selection process together with the gallery Selection Committee.

How are galleries selected for OVR: Portals?

All galleries' proposals will be reviewed by the curatorial team and a newly appointed gallery Selection Committee. The OVR: Portals curatorial team comprises Magali Arriola, Director, Museo Tamayo, Mexico City; Christina Li independent curator based in Amsterdam and Hong Kong; and Larry Ossei-Mensah, co-founder of ARTNOIR and Curator-at-Large, BAM, New York City. The ,OVR: Portals , Selection Committee comprises Márcio Botner (A Gentil Carioca, Rio de Janeiro), Sadie Coles (Sadie Coles HQ, London), Massimo De Carlo (Massimo De Carlo Gallery, Milan, London, and Hong Kong), Wendy Olsoff (P.P.O.W, New York City), Jun Tirtadji (ROH Projects, Jakarta), Jasmin Tsou (JTT, New York City).

Is there a participation fee?

The participation fee for this iteration will be CHF 5,000. This flat fee includes an active outreach to our global VIP network; the option to designate 50 clients for exclusive access during VIP hours; and Art Basel's global marketing, communication, and social media campaign.

Online Viewing Rooms, June 16 – 19, 2021
Art Basel, MCH Swiss Exhibition (Basel) Ltd., Messeplatz 10, 4005 Basel, Switzerland, artbasel.com

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Who has access to the platform to purchase works?

For the first 24 hours of OVR: Portals, the Viewing Rooms will be exclusively accessible to Art Basel's global network of art patrons and collectors. The VIP preview will run from June 16, 2pm CET to June 17, 2pm CET. The general public will then have access during the public period from June 17, 2pm CET to June 19, midnight CET. Invited VIPs will of course be able to browse and enquire about works during the public period as well.

Who has early access during the VIP Preview days?

During the VIP Preview, the Online Viewing Rooms will be accessible to Art Basel's global VIP network of patrons and collectors. In addition, each participating gallery can designate 50 additional VIPs to receive VIP access to the rooms. Designation will open upon notification of selection.

How does Art Basel promote OVR: Portals?

Art Basel will promote OVR: Portals across all its channels (e.g. newsletters, social media, website, media outreach, etc.) as well as through its global network of VIP Representatives.

Will there be a VIP Events Program?

Yes, our global VIP Representatives network will lead tailored VIP Walk-throughs across regions. Additional program detail will be shared once those details are confirmed.

Will galleries have the opportunity to upload accompanying events for OVR: Portals?

As in previous Online Viewing Rooms iterations, participating galleries will have the opportunity to upload accompanying virtual events to Art Basel's Online Events Calendar.

Can I display the works from my Art Basel Viewing Room also on other third-party sales platforms?

In order to be able to market your rooms successfully to our VIP audiences, we strongly encourage you to make an exclusive selection for our platform and to not feature this selection on other third-party platforms.

What are the main features of the Online Viewing Rooms?

- The individual room overview
    - All works with key information (artist, title, price) at a glance
    - Option to upload a room intro image or intro video
    - A join the gallery newsletter and contact function at room level
- The individual artwork pages
    - Option to upload additional 3 images for each artwork (e.g. detail shots, installation views, studio views, etc)
    - Option to indicate framed and unframed artwork measurements
    - Option to integrate a video for each artwork, which can be shown in the first or last position
    - Option to indicate prices in different currencies (USD, EUR, GBP, CNY, CHF, HKD)
    - Option to upload a PDF or a link for each artwork (for artist biography, authentication, further artwork information, condition report, etc)
- Sales inquiries
    - Via the sales inquiry button and an improved sales inquiry form
    - Overview of all inquiries received on the gallery dashboard
    - Live Chat Feature

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- - Private chat and message board
  - Camera and screensharing via live stream
- Statistics
  - Real live data on room and artwork views
  - Post-show analytics report including views and unique visits (VIP and non-VIP) with a daily breakdown and geographical location of users.
- Search and navigation functions
  - Room list view to navigate, discover, and filter viewing rooms (possibility to search/filter by gallery, artist, category, sector)
  - Artwork list view to navigate, discover, and filter all artworks (possibility to search/filter by artist, medium, price, year)
  - Direct navigation from room to room
- Collection Feature
  - Allows the user to create collections of their favorite artworks and viewing rooms and share them with other users.
- Recommendations
  - Recommendations of similar rooms at room level
  - Recommendations of artworks from the same artist at artwork level

How do I apply for participation in OVR: Portals?

To begin your application, please fill out the registration form here. After completing the form, you will receive a confirmation email that a Viewing Room has been opened for you within two business days. You will then be able to begin uploading your proposed room. This preliminary version of your room will serve as your application. The Selection Committee including the curatorial team will consider for selection all rooms that are submitted by May 6, midnight CET.

Can I apply with more than one proposal for OVR: Portals?

No, each gallery can only apply with one proposal and can only be represented with one room in OVR: Pioneers.

Is there an application fee?

There is no application fee. However, if selected, there is a CHF 5,000 (incl. Swiss VAT) flat fee for participation.

What is required in order for my preliminary room to be reviewed by the Selection Committee?

Please ensure that the room you submit is as complete as possible. You will be required to upload a cover image for your room and enter the room title, a teaser description, a and a room description. In addition, you will need to upload all works (max. 8) you would like to show. The room description should be a short curatorial statement about the selection of works in your Viewing Room. All works you wish to show should be uploaded with at least basic information (image, artist, title, date, medium, price).
If you do not have a final image of the artwork in time for the submission deadline, please add a placeholder image and add PLACEHOLDER (in capital letters) as the title and indicate in the artwork description if this is a placeholder image for the same work, just in a lower quality, or if you chose a placeholder image of a similar work and intent to replace the image with the final work. Rest assured that you will have time (see key dates at the bottom of this document) after your notification of selection to finetune your room (add additional images and videos for each work, replace placeholder images with final images, add and finalize artwork descriptions etc.). Please note that upon selection any work from your presentation might be used by Art Basel for marketing and promotional purposes. We therefore kindly ask you to keep your original work selection online for at least the first 3 hours after the opening of the Viewing Rooms.

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Can I exchange works from my proposal after I have been selected?

As we will start to prepare our marketing, PR, and social media campaigns with the content from the submitted rooms once selections are over, we kindly ask you to not exchange any works after you have submitted your room and received your acceptance letter and keep the original work selection for at least the first 3 hours of the live duration on display. Should it be necessary for you to exchange works, we kindly ask you to inform your dedicated Gallery Relations manager.

When is the application deadline and will I be notified about the selection results?

The deadline to submit your proposed room is May 6, midnight CET. You will be notified about the selection results on May 20, 2021. Please note that you will have time to finetune your room (see key dates at the bottom of this document) after your notification of selection.

What is the payment due date of the participation fee?

Upon notification of selection, you will be asked to pay the participation fee of CHF 5,000. The payment due date will be May 28, 2021. Payment can be done via our online shop by credit card (Visa or Mastercard) or by bank transfer.

Once I have submitted my proposed room and have been selected for participation, is my participation binding?

Yes, by submitting your proposed room you accept our terms and conditions and commit to participating if selected.

Is there a waiting list in case there are any dropouts?

All galleries that submit their room for selection are committing to participating; therefore, there is no waiting list.

What happens with the content I have uploaded in case I am not selected?

You can either ask us to delete your room completely or the application can remain ‚inactive' in the system for your reference only.

Is there an appeals process in case I have been rejected?

Due to the tight timeframe, an appeals process will not be possible.

What are the Key Dates of OVR: Portals?

- May 6, 12 midnight CET: Deadline to submit your proposed room
- May 20: Notification of selection results
- May 28: Payment due date of CHF 5,000 participation fee for selected galleries
- June 4: Deadline to finalize your room and to upload events
- June 16, 2pm CET – June 17, 2pm CET: OVR: Portals VIP Dates
- June 17, 2pm CET – June 19, 12 midnight CET: OVR: Portals Public Dates