

PLAKAT BASEL – Factsheet

1. Event Summary

Name: Plakat Basel – International Fair for Poster Art
Date: 17th – 21st of June 2026
Venue: Voltahalle Basel (Ampèreplatz 1, 4056 Basel) — located just minutes from Art Basel, either by direct tram or a short walk from the Messe area.
Organiser: Verein Plakat Basel
Format: 4.5-day fair featuring between 20 to 25 specialized galleries from Switzerland and abroad, supporting program & VIP preview.

➔ **The first international fair for poster art and vintage posters in Basel and Switzerland!**

Plakat Basel presents outstanding poster art across all genres and eras — from artist posters to advertising, film, music, travel, sports, cultural and political prints. The fair embraces the full spectrum of the medium, showcasing works that are historic, vintage or contemporary, and highlighting a rich diversity of local, international and cross-disciplinary perspectives.

2. Key-Dates & Opening Hours

| Day | Time | Event |
|------------------|-------------|-------------------------------------|
| Wed 17. 06. 2026 | 18:00–22:00 | VIP Preview Vernissage |
| Thu 18. 06. 2026 | 11:00–19:00 | Public Day 1 |
| Fri 19. 06. 2026 | 11:00–19:00 | Public Day 2 |
| Sat 20. 06. 2026 | 11:00–19:00 | Public Day 3 |
| Sun 21. 06. 2026 | 11:00–17:00 | Public Day 4 & Dismantling at 17:30 |

Setup: June 15.–17, 2026, starting at 8:00 each day, Dismantling: June 21, 2026, starting at 17:30

3. Location & Infrastructure

- **Voltahalle Basel** – former industrial hall (approx. 500 m²), 11 m ceiling height, concrete floor, direct truck access. The Hall is located directly across from the Novartis Campus near the Dreirosen Bridge – only a few minutes walk or direct tram ride form the Art Basel fairgrounds.
- Running water & sanitary facilities (M/F/Barrier-free).
- Bar & Lounge areas for guests.

4. Exhibitor Packages & Prices

| Stand Size | Base Price | Discount | Price incl. discount | Example Total* |
|-------------------|------------------------|----------|--------------------------|----------------|
| 12 m ² | CHF 650/m ² | – | CHF 7 800 | CHF 7 800 |
| 24 m ² | CHF 650/m ² | 10 % | CHF 585/m ² | CHF 14 040 |
| 36 m ² | CHF 650/m ² | 15 % | CHF 552.5/m ² | CHF 19 890 |

*Total price incl. 8,1 % VAT.

Included in the price

- **Modular wall system:** Creativ Messebau WallFlex, white, height = 3 m
- **Lighting:** LED tracks 3 000 K / 35 W
- **Basic furniture per 12 m²:** 1 counter (100 × 50 × 110 cm), 2 stools / Bar chairs, 1 lockable storage unit (1 × 1 m).
- **Daily stand cleaning,** overnight security, Wi-Fi (symmetric 50/50 Mbit/s), 1 kW power connection.
- **Exhibitor badges:** 2 per 12 m²
- **VIP invitations:** 4 *VIP-tickets per Stand* (additional tickets available on request)
- **Digital fair handbook,** with detailed information about the set-up and logistics for the exhibitors
- Entry in the printed & digital fair catalogue **Plakat Basel Magazine** (1 page, 3 images)

5. Technology & Services

| Field | Partner | Details |
|------------------|-----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| Event Technology | Live-Tec | Sound, lightning, video, streaming; technical support |
| Wall system | Creativ Messebau AG (Pratteln BL) | Aluminium frames with textile covering, equipped with gallery rails for secure hanging (up to 25 kg per linear meter) – incl. delivery & installation. |
| Furniture | Party Rent Basel | Additional tables, display cases, lounge furniture, shelving systems (order form to follow) |
| Security | RhySecurity GmbH (Basel) | 24 h object protection, night security & access control |
| Cleaning | Quality Clean GmbH (Basel) | Daily maintenance cleaning + final cleaning |
| Insurance | Helvetia Event Versicherung | Liability & exhibitor goods up to CHF 50 000 (optional higher coverage available) |

6. Marketing & Communication

Plakat Basel Magazine: A high-quality, bilingual print magazine will accompany the fair. It will be published in an edition of 3,000 copies and distributed to design institutions, collectors, media outlets, and VIPs. The magazine will feature participating galleries and explore current topics in poster culture. Each gallery will receive a mention or a short profile in the magazine.

- **OOH campaign (APG):** 500 F4 poster sites in Basel & Zurich + 200 F4 in Geneva & Lausanne (calendar weeks 23–25/2026).
- **Cultural service:** 500 A2 posters in Basel.
- **Print-Media:** *Basler Zeitung*, *NZZ*, *Design & Art Magazine*, *Monopol*, *Eye Magazine* (UK), *Graphis* (US).
- **Online-/Social Ads:** Meta-Ads, Google-Display & YouTube (EU & US Targeting), Social Media
- **International media partnerships:** Poster House NYC Blog, *Creative Boom* (UK), *It's Nice That* (UK).
- **Newsletters & Influencers:** Cooperation with *BaselLive*, *My Art Guides* and *Basel Tourismus*, selected poster collector accounts.

7. Visitors & Target Groups

- Expected: **4 000 – 5 000 visitors**
- Origin: 55 % from Switzerland (primarily Basel/Zürich region), 30 % from the rest of Europe (including Art Basel attendees), 15 % from overseas.
- Core target group: Design and art collectors, graphic design professionals, interior curators, museum buyers, and an interested general audience.

8. Ticketing & Prices (incl. VAT)

| Ticket | Price | Benefits |
|--------------------------|--------|---------------------------------------------|
| One-Day Ticket | CHF 27 | 1 Entry (Do–So) |
| 2-Day Pass | CHF 45 | Free admission on any 2 days of your choice |
| 3-Day Pass | CHF 60 | Admission Fri-Sun or Thu-Sat |
| VIP Preview + 3-Day Pass | CHF 85 | Vernissage + 3 Days |

9. Schedule for Exhibitors

| Date | Time | Milestone |
|----------------|-------------|----------------------------------------------------------------------------------------------------------------------|
| 01.11.2025 | – | Early Bird Registration Deadline (with multiple benefits such as preferred stand placement, magazine presence, etc.) |
| 01.12.2025 | – | Final booking deadline & 30 % deposit |
| 01.03.2026 | – | Final payment (70%) |
| 15.–17.06.2026 | 08:00–22:00 | Setup / Stand Inspection 17.06. 14:00 |
| 17.06.2026 | 18:00–22:00 | VIP Preview |
| 18.–21.06. | 11:00–19:00 | Duration of the Fair |
| 21.06.2026 | 17:30–24:00 | Dismantling |

10. Registration & Contact

Project Management:

Lukas Loss – Founder & CEO
 Email: office@plakatbasel.ch
 Phone: +41 77 447 48 04

Booth Sales & Gallery Liaison:

Valentina Locatelli
 Email: valentina.locatelli@plakatbasel.ch
 Phone: +41 76 496 53 38

Fair Office (from September 2025):

Verein Plakat Basel
 Claragraben 84
 4055 Basel

11. Supporting Programme – Panels & Talks

Every day of the fair from 17:00, *Plakat Basel* will host a curated panel discussion (17:00–18:30), followed by networking.

| Day | Topic |
|----------------|-----------------------------------|
| Thu 18.06.2026 | Posters & Public Space |
| Fri 19.06.2026 | Swiss Graphic Power |
| Sat 20.06.2026 | Collecting Vintage Posters |
| Sun 21.06.2026 | AI & the Future of Graphic Design |



Voltahalle Basel

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As of 03 July 2025 – subject to change