

Collective Exhibition in Geneva

‘PROMEMORIA (Sending out an SOS) War: A Thing Never to Do’

PARTICIPATION GUIDELINES – 2026 EDITION

1. Exhibition Purpose

PROMEMORIA (Sending out an SOS) – War: A Thing Never to Do is a collective exhibition combining artistic, educational, and civic initiatives. Its aim is to raise awareness about the dangers of war, the threat of nuclear weapons, and the importance of disarmament, diplomacy, conflict prevention, and peacebuilding.

The project is organized by the artistic and cultural association *Colorier l’Avenir*, in partnership with ICAN – International Campaign to Abolish Nuclear Weapons (Nobel Peace Prize 2017), the Institut des Cultures Arabes et Méditerranéennes (ICAM) – L’Olivier, and other cultural, educational, philanthropic, and international institutions based in Geneva.

The exhibition commemorates the 80th anniversary of the atomic bombings of Hiroshima and Nagasaki and the 80th anniversary of the first United Nations General Assembly resolution calling for the elimination of nuclear weapons (1946).

2. Core Values and Principles

All submitted works and participation must align with and promote the following principles, as recognized under international human rights law, including the International Covenant on Economic, Social and Cultural Rights (ICESCR, Art. 15), and UNESCO conventions and recommendations on cultural rights, cultural diversity, and artistic freedom:

- Peace, conflict prevention, and rejection of war
- Respect for human dignity and universal human rights
- Non-discrimination, equality, and inclusion
- Rejection of all incitement to hatred, violence, or discrimination
- Promotion of dialogue, solidarity, social justice, and community
- Protection of children and vulnerable audiences

Submissions that contradict these principles may be excluded at the organizers’ discretion.

3. Participation Conditions

In line with the project's values of equality, inclusion, and non-discrimination, **participation is open to all, with no financial, social, or other barriers**. The project ensures equal opportunity for artistic expression, regardless of age, background, professional status, or resources.

3.1 Eligible Participants

The call is open to:

- **Adult artists**, professional or emerging, residing in Geneva, elsewhere in Switzerland, or abroad
- **Children and youth under 18**, participating through collaborations with Geneva schools or partner educational institutions, notably in connection with the Department of Public Instruction, Training, and Youth (DIP)

Participation implies full acceptance of these guidelines.

3.2 Submission Process

Applications must comply with the instructions outlined in the official call for participation, including visuals, artwork description, dimensions, techniques, potential sale price, and deadlines. **The deadline for submitting applications is March 31, 2026.**

No registration or participation fees are required. Participation is entirely free for selected works. Costs for transportation, insurance, and other associated expenses remain the responsibility of participants.

3.3 Optional Membership in *Colorier l'Avenir*

Artists and participants may voluntarily join *Colorier l'Avenir*. **Membership is not required for participation, selection, or exhibition.**

Optional membership categories and fees :

- **Active Members:** CHF 50/year
- **Junior Members** (under 18): CHF 20/year
- **Supporting Members:** CHF 100–500/year
- **Benefactor Members:** over CHF 500/year

Membership rights and duties are defined in the association's statutes.

4. Accepted Works

4.1 Theme

Works should clearly reflect at least some of the exhibition's themes, particularly:

- Peace and rejection of war;
- Conscious remembrance of Hiroshima and Nagasaki, emphasizing the necessity to avoid nuclear weapons in contemporary conflicts;
- Human, social, environmental, and ethical impacts of armed conflict and nuclear weapons;
- Hope, non-violence, solidarity, civil resistance, and commitment to a world without weapons.

Symbolic, poetic, critical, narrative, or educational approaches are encouraged.

4.2 Artistic Techniques

Accepted media: visual arts (painting, drawing, collage, mixed media). Works must be ready for display and include a safe and secure hanging system.

5. Artwork Dimensions

For wall-mounted works (paintings and similar):

- Minimum : **30 x 30 cm**
- Maximum : **80 x 80 cm**

Rectangular or alternative formats are accepted, provided maximum dimensions are not exceeded.

6. Selection Process

A **Selection Committee**, comprising representatives from *Colorier l'Avenir*, its partners, and notable figures from the arts and cultural sectors, will evaluate submissions.

Selection criteria include:

- Relevance to the exhibition's theme and values;
- Artistic quality and coherence of the concept;
- Compliance with these guidelines ;
- Technical and spatial constraints of the exhibition venues.

The Committee's decision is final and not subject to appeal.

7. Exhibition, Display, and Sale

Selected works:

- **Will be exhibited physically from 6–30 May 2026 at ICAM – L’Olivier, Geneva;**
- Will also be presented in an **online gallery** at <https://www.colorierlavenir.org/> and shared via social media.

Works may be offered for sale. Proceeds go to the artists, minus a **30% commission** retained by the venue (ICAM provides its gallery free of charge).

8. Responsibilities and Insurance

Artists retain full ownership of their works.

Colorier l’Avenir and ICAM will take reasonable measures to ensure the security and conservation of works during the exhibition but are not liable for loss, theft, or damage, except in cases of gross negligence.

Artists may choose to insure their works.

9. Reproduction and Communication Rights

Artists grant *Colorier l’Avenir* and its partners the right to reproduce and share images of their works for communication, documentation, educational purposes, and project promotion, across all media, without direct commercial use.

The artist’s name will always be credited.

10. Acceptance of Guidelines

Participation in *PROMEMORIA (Sending out an SOS)* constitutes unconditional acceptance of these guidelines.

For further information, please contact: colorierlavenir@gmail.com

Geneva, 12 January 2026