

THE OTTER GALLERY TO RAISE CHF 25'000.- OF INVESTMENT TO GO INTO BUSINESS WITH A POP-UP EXHIBITION CONCEPT

Zürich, September 1, 2019

Not Just Another Art Gallery

The Otter Gallery (TOG) was newly founded in 2019 as a non-profit association to empower emerging artists and curate innovative international exhibitions. Hosted in guest rooms of urban design hotels, the gallery aims to reach the cosmopolitan travelers and artsy local residents. Showcasing innovative temporary pop-up exhibitions in urban artistic destinations, supporting emerging artists in terms of visibility, fostering innovation in the art industry, building a community (members) for artistic collaborations and building bridges across art and other industries are the goals of the association. Being the platform where art meets hospitality, TOG sets the ambition to become an international traveling pop-up art experience. The acronym HECTOR translates the essential values driving the gallery's goals and its modus vivendi. Standing for Humor, Excellence, Creativity, Trust, Openness and Respect, they are paramount to guarantee sustainability.

Experience With Your Senses

An exhibition at The Otter Gallery is a discovery, a quest, an exploration of art through the senses. Several artists explore the same theme and deliver their own unique vision of that theme. The Otter Gallery builds, are the work of arts, enhancing experiences to trigger the various senses, not only the sight, of the visitors. Thus, they will be able to contemplate, compare and confront artworks by touching, hearing, smelling and even tasting! The presence of the artists during the exhibition will upgrade the encounter and allow visitors to walk away with a highly personalized experience.

Foundation

TOG was created by Andras Lacko an Alumni of the Ecole hôtelière de Lausanne (EHL Lausanne). With a Bachelor's degree in International Hospitality Management and a Master's degree in International Sport Management, he has built expertise in Event Management, Hospitality Services & Product Management and the Strategic Management of Sporting Events. Since obtaining his Master's degree, Andras Lacko has had eclectic experiences across various industries and countries - namely Switzerland, England, Hungary and the USA. With professional experience in art management, it is naturally that he has envisioned a cultural start-up linking culture and hospitality.

TOG currently needs and seeks investment in the form of sponsoring, crowdfunding, memberships and/or donations of a total amount of **CHF 25'000.-** to realize the project.



More information
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