



CREATING | CONTEMPORARY | CONCEPTS

ARTIST / EXHIBITION

INFO



About us

WE/C - Creating Contemporary Concepts

From artists for artists

WE/C is a newly founded format for exhibitions and cultural projects. Our aim is to create fair, transparent, and high-quality formats that bring people together and offer artists visibility, strong presentation spaces, and, ideally, sales opportunities.

Who We Are



Sylvana Engel

After 17 years working in marketing and events and client relations for a major German company, she now works independently in the fields of social media and artist management.



Philip Wallisfurth

Active as an artist for around 20 years, and for approximately 10 years also working as a curator and producer for various exhibitions and festivals.



Short overview

WE/C is an independent exhibition format created from artists for artists. Our goal is to create fair, transparent, and high-quality exhibitions that bring people together and support artists with visibility and sales opportunities.

- The project is organized by Sylvana Engel and Philip Wallisfurth, combining experience in art, curation, communication, social media, and artist management. The exhibitions take place at Prenzlauer Promenade 147 in Berlin-Pankow a temporary-use space with direct street access, large windows, and a raw, characterful atmosphere.
- Two curated group exhibitions are planned: Graphstract from May 30 to June 13, 2026, and Figurism from June 27 to July 11, 2026.
- The organizational contribution is 40 EUR and includes the space, insurance, promotional material, artist profile print, labels, and full on-site coordination.
- Each artist is asked to submit around five works or one coherent series in advance, including dimensions.
- Original works are sold on a 90/10 split, prints on a 70/30 split, with transparent PDF settlement after the exhibition.
- The project is fully organized by us. KuKuK Berlin e.V. is involved exclusively for insurance and administrative purposes.

We believe strong cultural projects grow through fairness, transparency, and mutual support.



Concept

Our Idea

WE/C is a newly founded format for exhibitions and cultural projects. Our aim is to create fair, transparent, and high-quality formats that bring people together and offer artists visibility, strong presentation spaces, and, ideally, sales opportunities.

With WE/C, we are currently organizing our first two exhibitions in this location. We see ourselves as independent curators creating our own exhibition formats while also acting as a link between artists, space, and audience.

What We Offer

- fair conditions
- high-quality presentation spaces
- promotional material and visual support
- cleaning, organization, and project coordination
- drinks in a small setting for the opening event
- no attendance obligation for participating artists during opening hours
- transparent sales handling and final settlement



Framework / Participation

Organizational Framework

The location is a temporary use space and is available to us until the end of July 2026. After that, we will return it freshly painted white and ready for the next tenant. The entire project, including concept, organization, setup, communication, and restoration of the space, is carried out by us.

Visitors, artists, and artworks are insured through our supporting partner KuKuK Berlin e.V. The supporting partner is responsible exclusively for insurance and administrative purposes and does not take on any further content-related or curatorial responsibilities. The project is 100% conceived, organized, and realized by us.

Important for Participation

This project is intended as a collaborative format. Because we work independently from traditional gallery structures, we rely on all participating artists to actively support the exhibition through their own networks and channels, especially on social media.

We want to create visibility together and make the project successful for everyone involved.

We are also always open to creative ideas, performances, and additional artistic contributions that can enrich the overall exhibition concept.



LOCATION

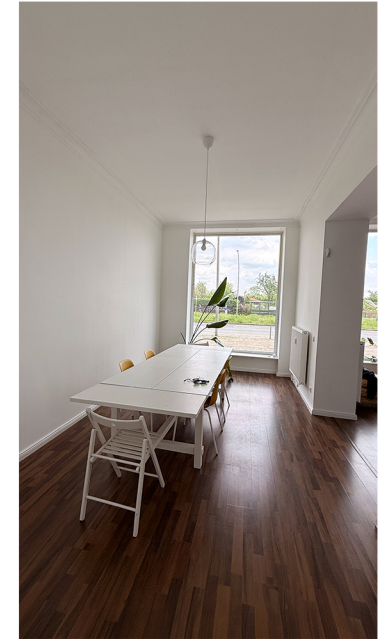
Adress: Prenzlauer Promenade 147 / Berlin Pankow

Size of the location: 103m²

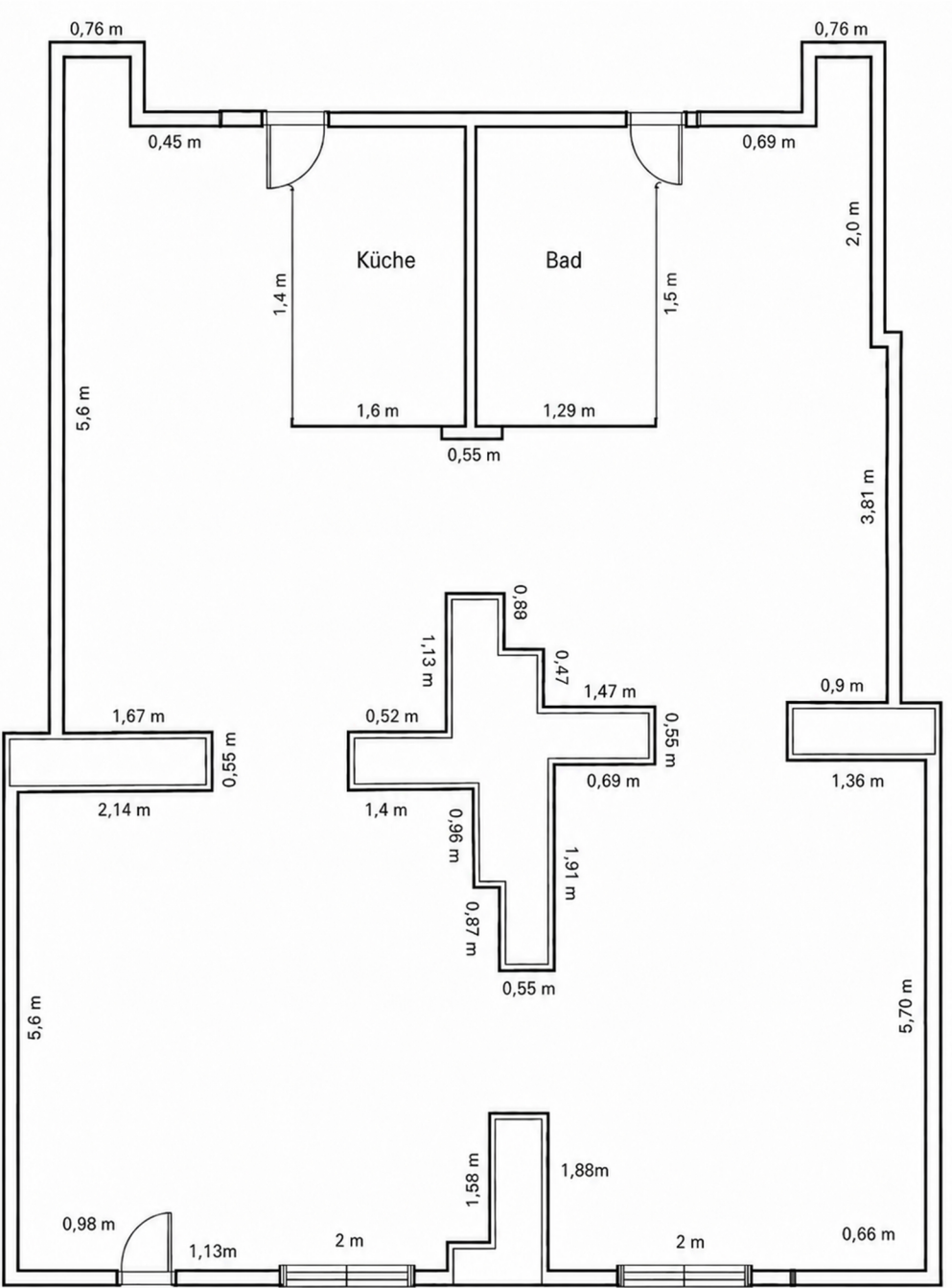
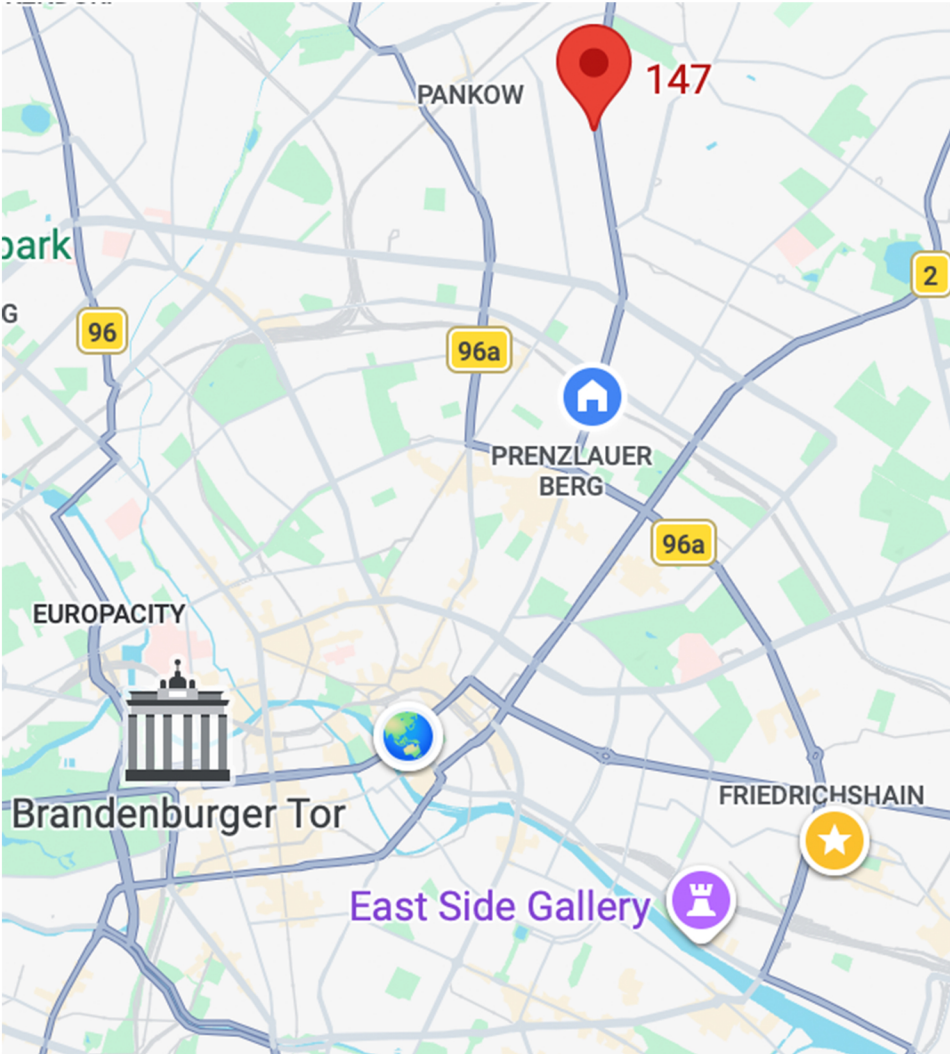
Additional Infos: 2 Large windows 2m x 2,50m ,
Kitchen, Toilet

Available via: M2 and then Bus 255 (stops in front of
the space)

Parking: Delivery in front of the Space / for guests
50m



LOCATION



Location / Space and dates

Location

Prenzlauer Promenade 147 / 13189 Berlin (Pankow)

The exhibition space is located in a historic building with direct street access. High ceilings with decorative stucco details and large front-facing windows create an open and distinctive atmosphere.

The space is made available to us by SchutzengelWerk, an organization dedicated to supporting children and young people.

About the Space

The venue offers a characterful and rather raw exhibition setting with strong potential for a wide range of artistic positions.

Please note that the lighting on site is currently not ideal. If needed, it would therefore be very helpful if artists could bring their own lighting solutions or additional lights in order to present their works in the best possible way.

Exhibitions

Graphstract (graphic and abstract)

May 30.06 – 13.06, 2026

Opening: May 30

Closing event: June 13

Opening hours: Saturdays, 3–7 PM

Installation days: May 27–28

Delivery deadline for artworks: by May 26

Figurism (street / figurative)

June 27.06 – 11.07, 2026

Opening: June 27

Closing event: July 11

Opening hours: Saturdays, 3–7 PM

Installation days: June 24–25

Delivery deadline for artworks: by June 23



Organisation Fee

Organizational Contribution

The organizational contribution is 40 EUR and is to be paid in cash in advance or on arrival date.

This contribution covers the essential basic services required to realize the exhibition. These include the use of the exhibition space, public liability insurance for the event, and insurance coverage for the exhibited artworks and much more.

Although there is no regular rental fee for the space, we are responsible for returning it in perfect condition after the exhibition fully cleaned and painted white. These restoration costs and the related work are covered by us as part of the overall project organization. The contribution also includes the production of a few posters, the printing of the artist profile provided by each participant (including text and photo), the creation of artwork labels, and the preparation of social media communication materials.

In addition, the full coordination, on-site organization, sales support, and handling of the exhibition are managed by us.



Sales

Sales & Settlement

For sold original artworks, the artist receives 90% of the sale price, while 10% is retained to help cover organizational costs.

For prints, the split is 70% for the artist and 30% for the organization. This structure helps partly refinance the exhibition and also creates an additional sales opportunity for artists beyond the sale of original works.

If a work is sold in direct connection with the exhibition through contacts, visibility, or exchange generated by the project, we kindly ask to be fairly included in that sale as well.

After the exhibition, all sales will be documented in a transparent PDF settlement.



Visual Communication

The visual communication is designed to be bold, eye-catching, and immediately engaging through strong colors and a graphic, abstract aesthetic. Its purpose is to spark curiosity and create interest among the people we invite.

- * Artist photo + name integrated into Instagram story and post
- * Sample visuals shown here represent the final artist-based posts
- * Logo placed in the top right corner
- * Flyer / poster with key information placed in the bottom right corner
- * Can also be adapted for digital invitations, e.g. WhatsApp



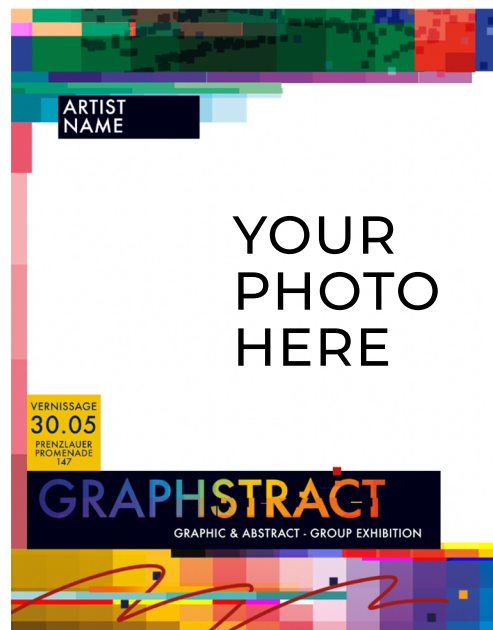
Our WE/C Logo



Story



Feed



Mockup post



Online flyer / Poster



Presentation and Process

Works & Presentation

For participation, we ask each artist to submit around five works or one coherent body of work in advance. We also need the dimensions of each piece in order to plan the exhibition layout accordingly.

Based on this information, we create an overall curatorial plan and make sure that all participating artists receive an equal and coherent presentation area within the exhibition. The hanging will be arranged in mutual discussion on site during the installation days. In addition to classical wall-based works, sculptures can also be presented.

Organization & Process

Artists are responsible for delivering their works to the exhibition space. Pickup of the works is planned for the days following the end of each exhibition. The exhibition will be fully supervised by us during opening hours, so there is no attendance obligation for participating artists.

In advance, we are also planning a joint viewing appointment at the exhibition space so that everyone can get a clear impression of the location and feel well prepared.



We believe that strong cultural projects
grow through fairness, transparency,
and a genuine sense of togetherness.

Sylvana and Philip



Contact

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