

ART
MUC

international art fair

**The Guidebook
To The Fair**

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ARTMUC Location

The address of the venue is:

MTC - World of Fashion

Ingolstädter Strasse 45-47

80807 Munich

Access by car via Ingolstädter Strasse 45

Over 1,000 parking lots on site!

Directions by public transport:

Underground line U2 stop **Frankfurter Ring** (+ 7 min walk)

Bus lines 140, 141, 177 stop **Ingolstädter Strasse**



Opening Hours

For all guests and visitors (also friends, customers, collectors of the exhibitors) **ARTMUC** May starts as follows:

Friday,	01.05.2026	// 11:00 - 19:00*
Saturday,	02.05.2026	// 11:00 - 19:00*
Sunday,	03.05.2026	// 11:00 - 18:00*

***ATTENTION:** The ticket office closes 45 minutes before the end of opening hours, access to the exhibition for visitors is no longer possible after this time.

Access times for exhibitors:
60 min. before the opening times.

Exhibitors must leave the venue together with the visitors.



Fair Time Table

		Thursday 22.10.26	Friday 23.10.26	Saturday 24.10.26	Sunday 25.10.26
09:00					
10:00					
11:00					
12:00					
13:00					
14:00					
15:00					
16:00					
17:00					
18:00					
19:00					
20:00					
21:00					
22:00					

Set up
11:00 - 18:00

Set up
09:00 - 14:00

Fair times
11:00 - 19:00

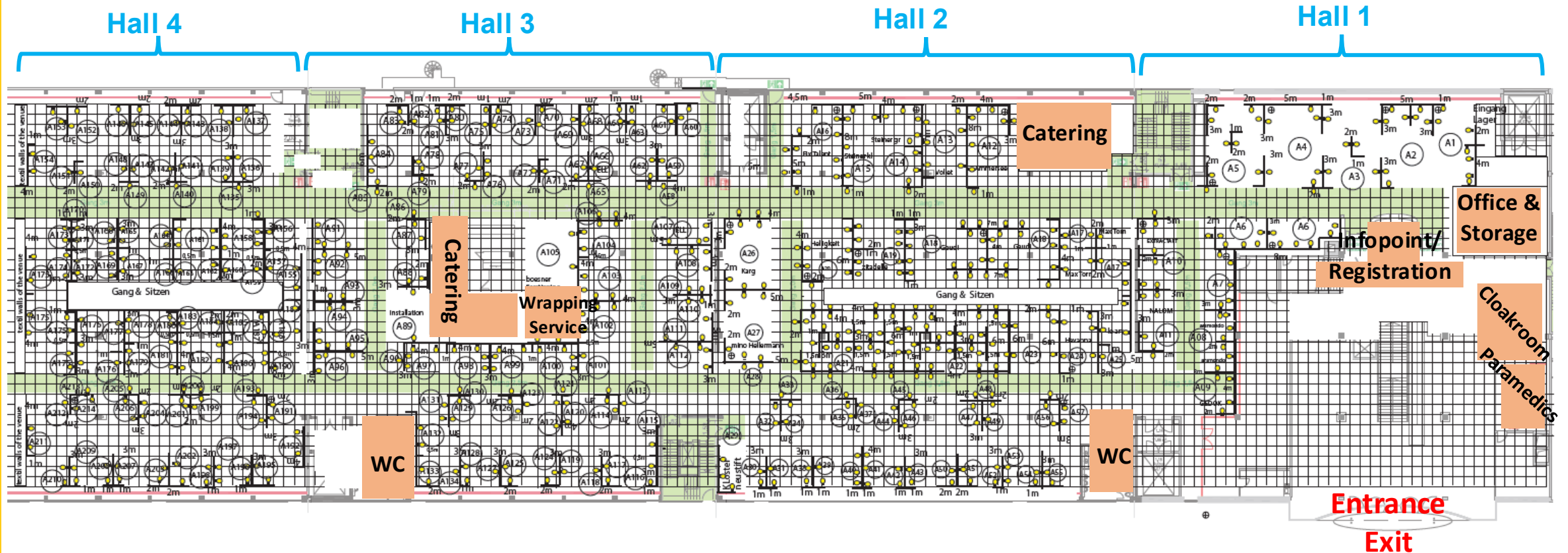
Fair times
11:00 - 18:00

Fair times
18:30 - 21:30

Dismantling/
Removal
18:30 - 21:30

Floor Plan 1

Sample plan



This plan is only an example for overview purposes.

You will find a high-resolution version of the floor plan in the Download Center: www.artmuc.info/downloadcenter

Floor Plan 2

The **front desk** at the entrance is the **registration, box office and info point** for participants and visitors!
This is your point of contact for all matters on site.

Office and storage:

Hall 1, at the entrance on the right

Cloakroom (unattended) and paramedics:

Foyer, to the right of the escalator

Packing service:

Next to catering, hall 3

Catering:

Hall 2: coffee and cake, sandwiches, drinks

Hall 3: hot lunch meals, hot drinks, beverages

The catering in Hall 2 is operated by our cooperation partner **Gastrokind**. There are discounts for our participants on presentation of your fair ID.

The catering in Hall 3 is provided by the venue. The prices and the offer are determined by the provider themselves.

Restrooms:

Halls 2 and 3 (disabled toilet in Hall 5 - outside the exhibition area, access only with staff escort)

Admission

The day ticket costs **18 €**.

This ticket is a **multi-day pass** that allows re-entry on all days of the fair.

Young people up to the age of 16 and wheelchair users receive free admission.

There are no other discounts for visitors!

Discounted Permanent Tickets for participants are available from the office for **15 €**.

As a participant, you will receive free tickets from us by post with your promo package.

There is **no guest list!** We do **not deposit** tickets at the cash desk!

Please give your guests the tickets in advance (if possible).

If you hand over the tickets on site, please have your visitors call you and bring them the ticket to the entrance.



Guest Guidance

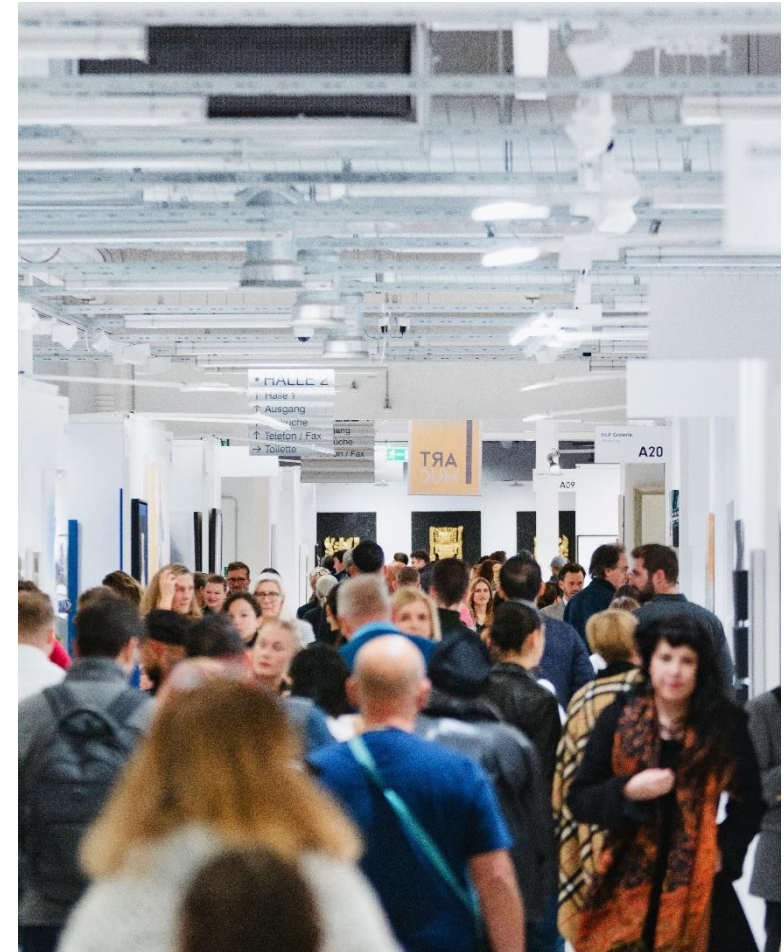
For your information:

The Munich Fire Brigade and the owner of the venue have asked us to optimise the visitor flow within the exhibition.

Therefore, we will direct the visitors through the halls every day in the first two hours after opening.

To do this, in Hall 1, with the help of security staff, we will alternate between directing guests to the left and straight ahead, and thus distribute the visitors more evenly.

These measures allow us to ensure better utilisation of escape routes.



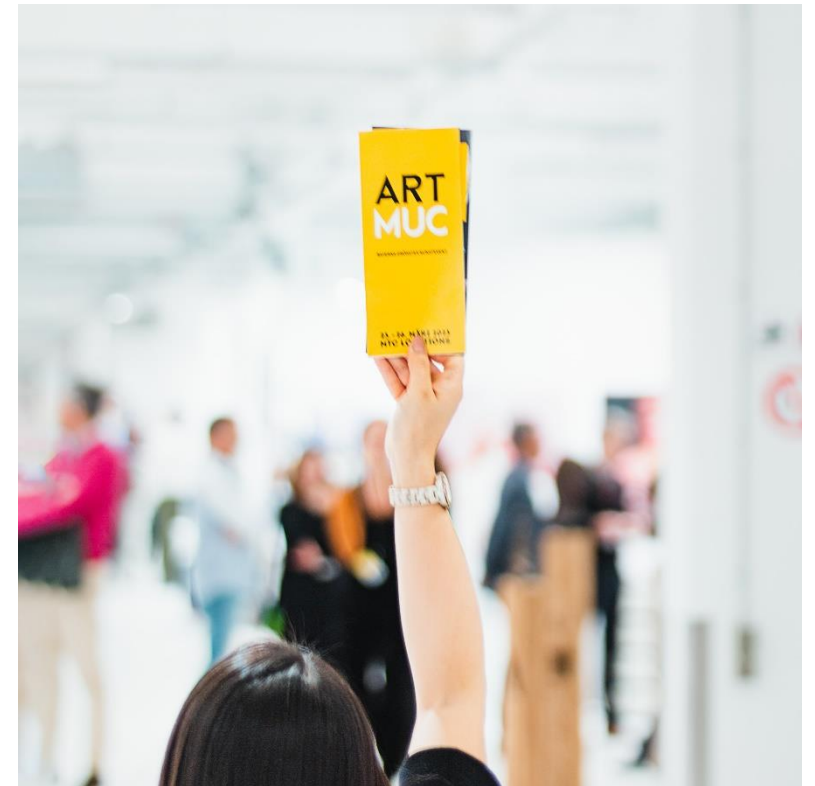
Welcome reception

On **Friday, 23.10.2026 at 17:00** by the front desk.

There will be a few words to welcome all participants, and we have a toast with prosecco.

Opening

On **Friday, 23.10.2026, from 18:30** normally for visitors and your guests.



Jury

A jury representative will be present throughout the day during set-up times and will inspect your booth.

Please follow their instructions.



Who needs a fair pass?

We only issue fair passes for your booth personnel or helpers during opening hours.

IMPORTANT: We do **not** issue passes for set-up/dismantling helpers or your visitors.

We have **open doors** during set-up/dismantling. Admission is not controlled here, which is why set-up/dismantling helpers do not need pass.

Admission for dismantling helpers without a pass is on Sunday from **18:30 at the earliest**.

During the fair, admission is only possible with a fair pass or valid ticket. Please remember to bring your pass with you!

We will send you free tickets for friends, family and visitors.

IDs for booth personnel

Single artists:

You will receive 1 pass for yourself as an exhibitor and 1 additional pass for a booth representative who is present during opening hours.

The pass for the stand representative is personalized manually on-site during registration. Passes cannot be issued after registration.

You don't have to send names in advance.

Galleries/Projects:

The number of passes included depends on the size of your booth (for exact number, see e-mail).

The following applies to all:

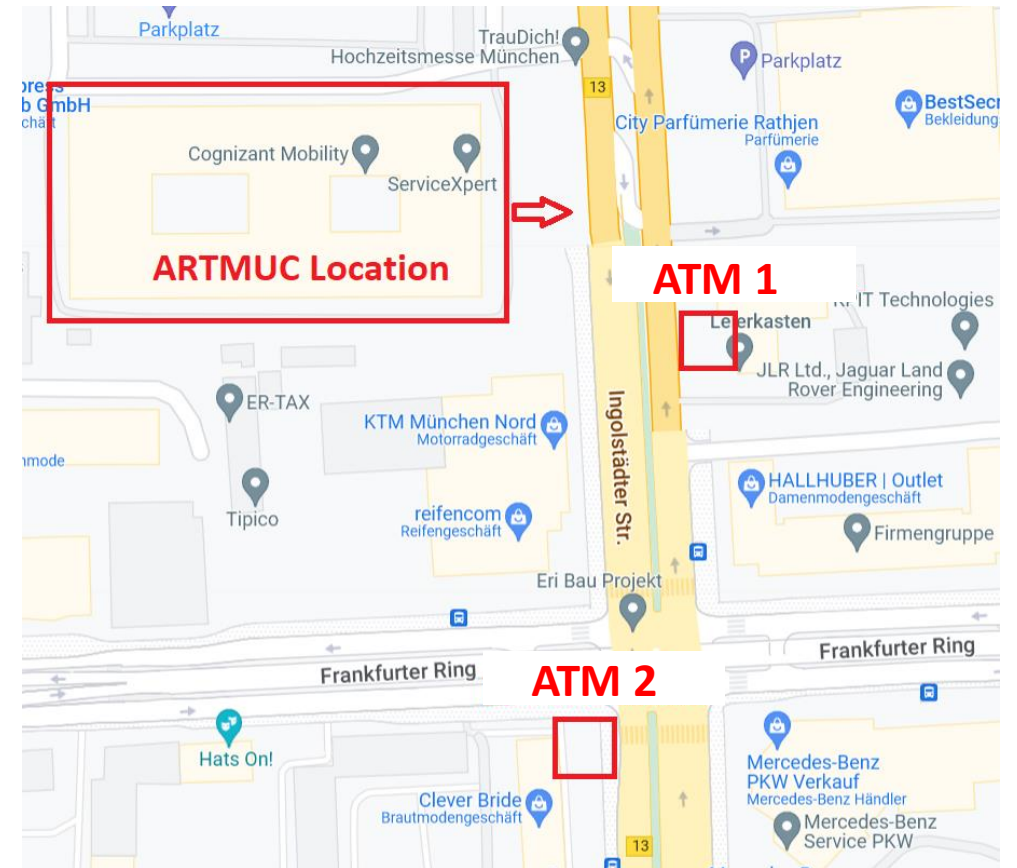
Each pass is personalized with the **full first and last name** and is non-transferable.

The following will **not** be accepted: non-personalized passes, nicknames or stage names alone.

Fair passes that exceed the included quantity will be charged (15 € incl. 19% VAT).

ATM / cash machines

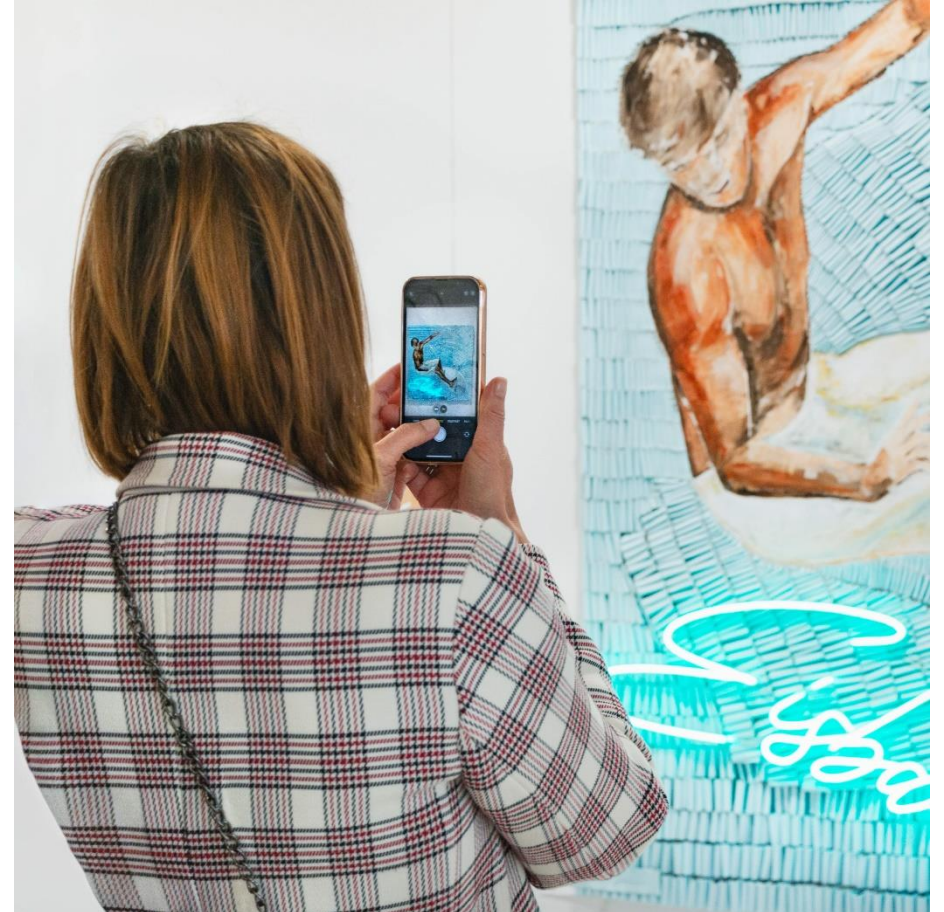
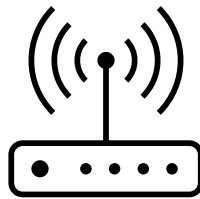
- (1) Entrance of *Leierkasten*, other side of the street
2 min walk (approx. 300m)
- (2) Across the intersection, under the bridge
2 min walk (approx. 500m)



Internet

There will be wifi in the location for our participants.

Log-in info will be available on site.



Arrival Process

- Arrive at your **time slot** (not earlier) → Time slots will be made available in Download Center
- Have the security staff at the main entrance assign you a parking space on site
- Enter the fair via the main entrance, register at **front desk**
- Unload and bring the artworks to your own booth
- After unloading please re-park your car (drive behind the building, alternatively use nearby street parking)
- → will be shown to you on site
- Then continue setting up until the **end of set-up (Thursday, 22.10. until 18:00, Friday, 24.10., until 14:00)**

Time Slots

In the Download Center at www.artmuc.info/downloadcenter you will find instructions and the link for our time slots for set-up and dismantling. Each participant can book their own arrival and departure time. After the booking deadline, we will provide you with a complete overview of the slots in the Download Center.

Important:

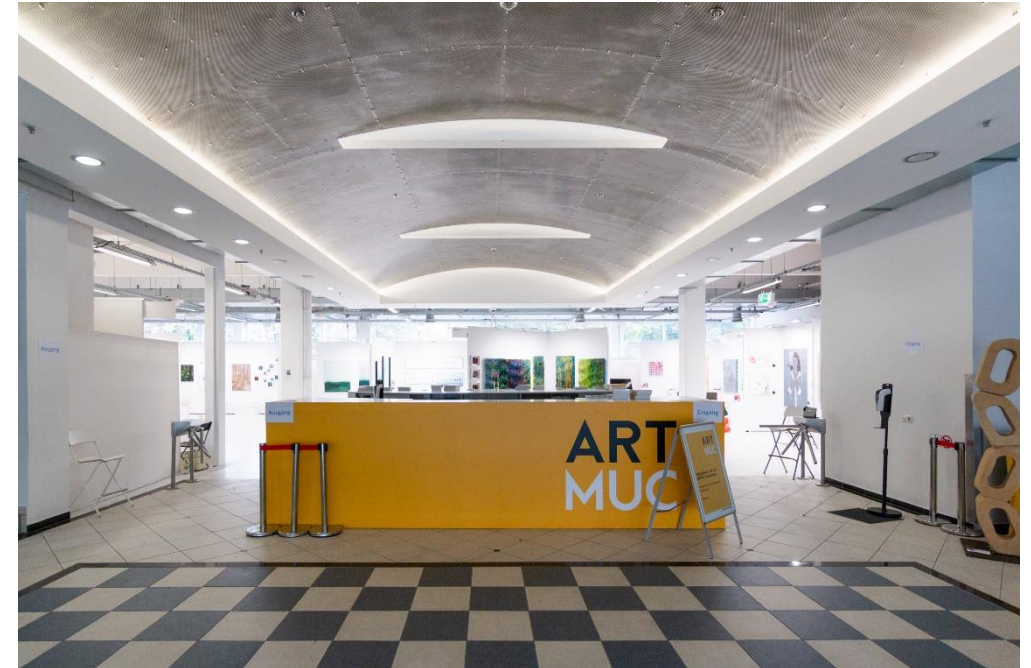
Each exhibitor must book time slots for set-up and dismantling, otherwise we will allocate them to you.

- The time slots are independent of the way you arrive or of the parking lot. So please also book a time slot if you are arriving on foot, by public transport or by taxi.
- The time slots **only determine your arrival time** (or departure time) and **NOT the total duration of your set-up!** Please refrain from e.g. booking three slots in a row, if you need three hours to set up. After your arrival you are allowed to stay **until the end of set-up (Thursday, 22.10. until 18:00, Friday, 23.10., until 14:00)**
- You have **60 minutes to unload** from your arrival before the vehicle has to be reparked. The booking system will say 30 minutes, but you have 60 minutes!
- Please arrive at your time slot, but not before!
- If you arrive with several vehicles, please book **only one slot** for the **first vehicle.**

Registration

On arrival, the registration at the front desk is your first place to go.

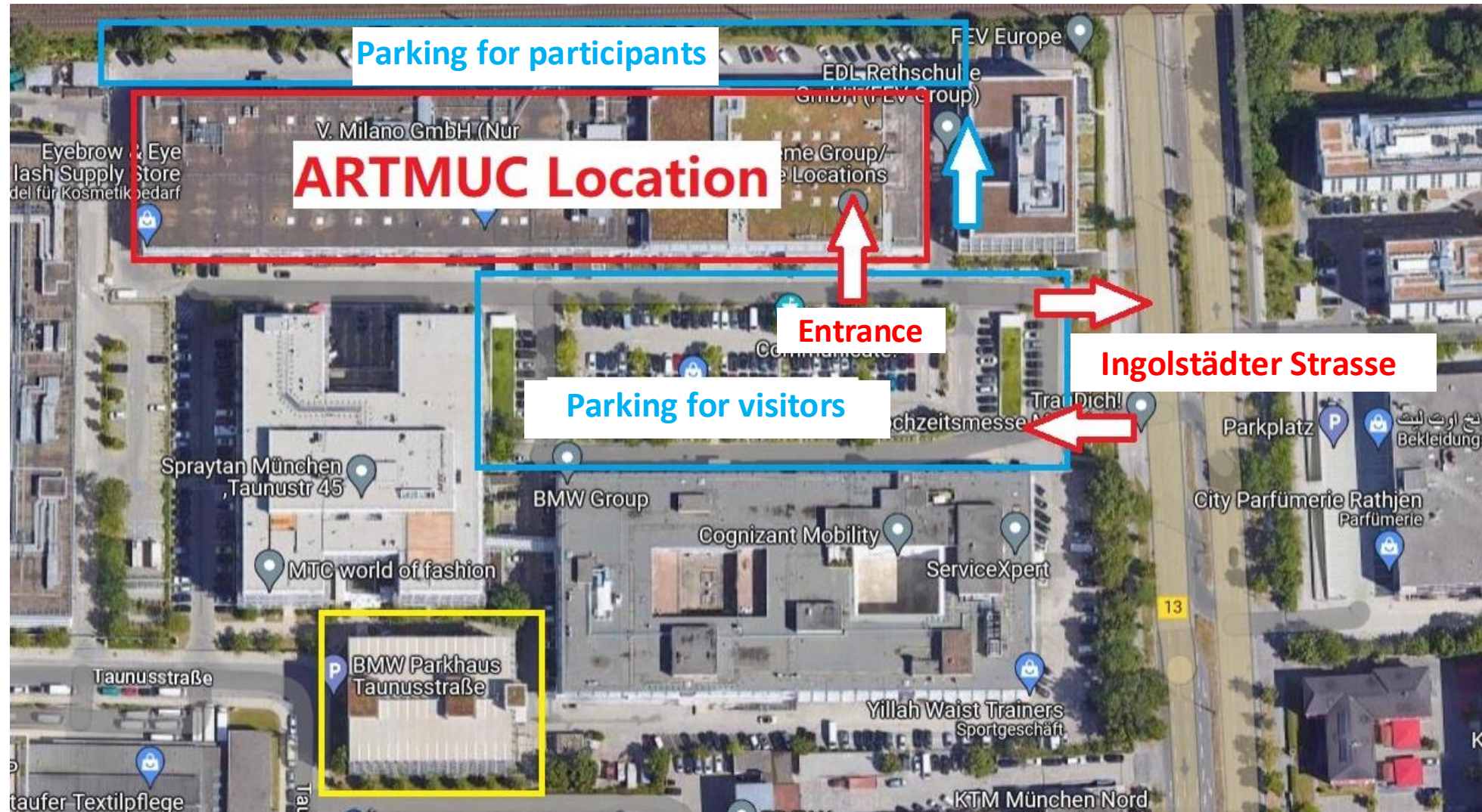
Here, you will also receive your **fair passes** as well as **confirmation of purchase** slips for artworks you may sell.



Parking on site

- Our participants must have their filled-in **Loading / Unloading Slip** (download here www.artmuc.info/downloadcenter) clearly visible under the windshield at all times.
 - Parking on the premises is only permitted during opening hours and not at night (will be towed away by the landlord).
 - Please **do not** park in the **front** parking spaces during opening hours - these are reserved for guests. We have reserved parking spaces for our participants behind the building.
 - **On the weekend (not for set-up times)** we will probably be able to use the BMW parking garage in Taunusstrasse free of charge. **This has yet to be finalised. Information to follow!**
 - You can also use the surrounding parking lots on the grounds or in the side streets (e.g. Taunusstrasse).
- **See next page!**

Parking on site is free of charge this year - we will cover these costs for you.



Parking Slip

You will find the Loading / Unloading Slip in our Download Center: www.artmuc.info/downloadcenter

Please have it already filled out and place it under the windshield so that it is visible at all times.

Every vehicle of our exhibitors that is parked on-site between Thursday and Sunday requires this parking slip.

PARKSCHEIN PARKING SLIP

ART
MUC
INC
art fair

Name AusstellerIn Exhibitor name

ANKUNFT UM | ARRIVAL TIME

Name Galerie (falls zutreffend) Gallery name (if applicable)

Handynummer Mobile phone number

Kfz-Kennzeichen Vehicle licence plate

- SPECIMEN -

____ : ____

Set-up Times

Thursday, 22.10.26

11:00 – 18:00

Friday, 23.10.26

09:00 – 14:00

After your arrival and registration, you can stay until and finish setting up until the end of the day.

Set-up: Lifts

Set-up Wednesday::

After registering and unloading, please move your car to the back to the carpark for participants.

The two marked freight lifts **(1 and 2)** for set-up are in operation. (see next page)

Freight lift **(1)** is located at the front, to the left of the main entrance.

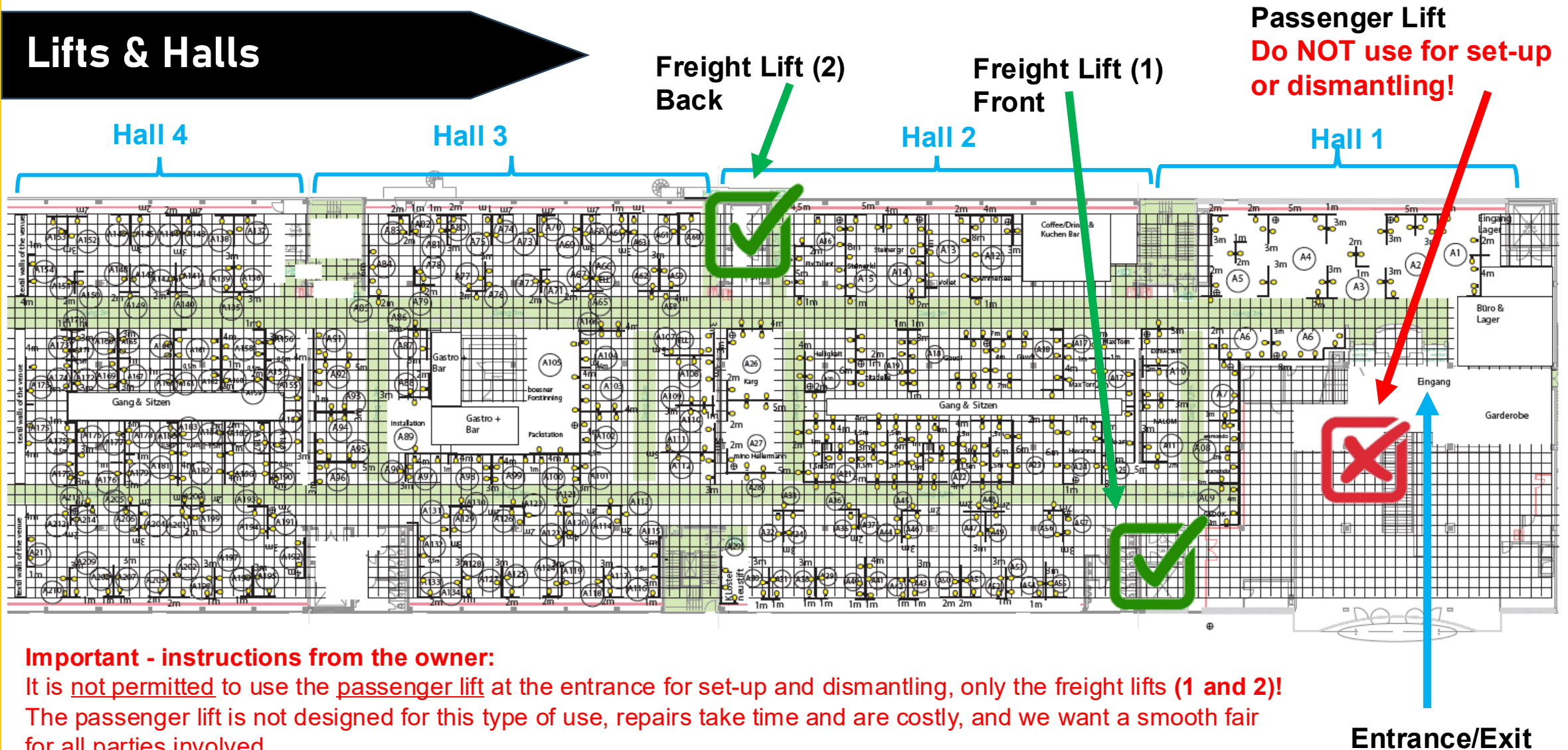
Freight lift **(2)** is located behind the building, at the parking lot for participants.

Important - instructions from the owner:

It is not permitted to use the passenger lift at the entrance for set-up and dismantling, only the freight lifts **(1 and 2)**!

The passenger lift is not designed for this type of use, and we want a smooth fair for everyone involved.

Lifts & Halls



Wall System

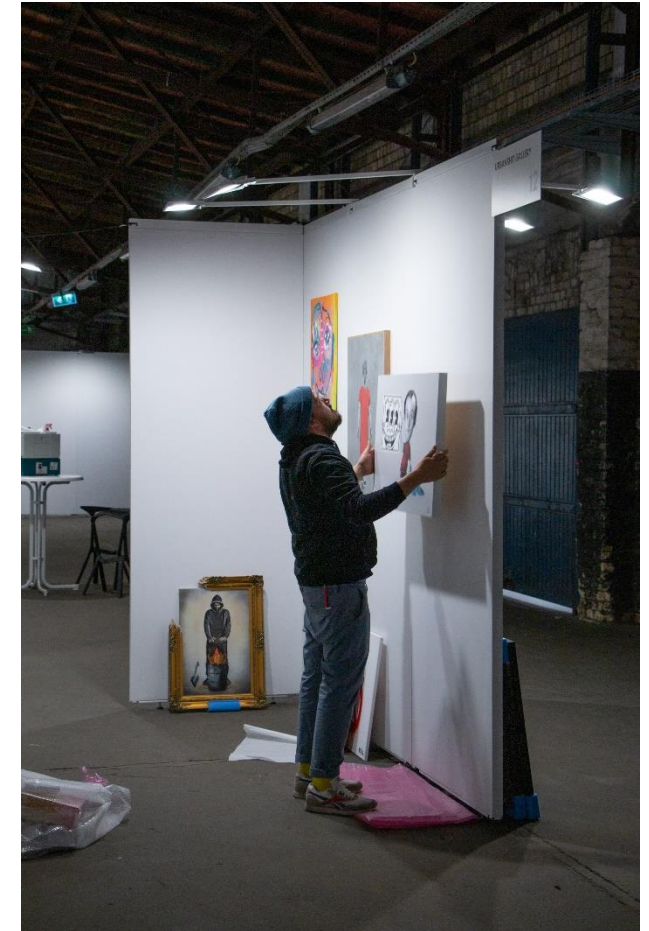
Walls: white MDF panels
Height: 2.65 m
Width: 1.0 m (per module)
Depth: 4.5 cm
Lamps: 50 LED watt

Return of the walls:

Erase all pencil marks,
remove all screws, nails, stickers...
Do NOT use filler/putty! Do NOT paint!
Do NOT draw on the walls with markers!

The holes caused by screws and nails in the walls considered normal use and do not count as damage!

Please do not fill these holes yourself!



Booth: Hanging 1

1. Screws

The screws must be max. **4 mm** thick and max. **4 cm** long.

Screw the screws directly into the wall with a screwdriver.

Please do **NOT** drill holes with a drill and insert plugs/dowels.

2. Cords and Hooks

According to photos on the right.

→ **Please bring your own materials and tools!**

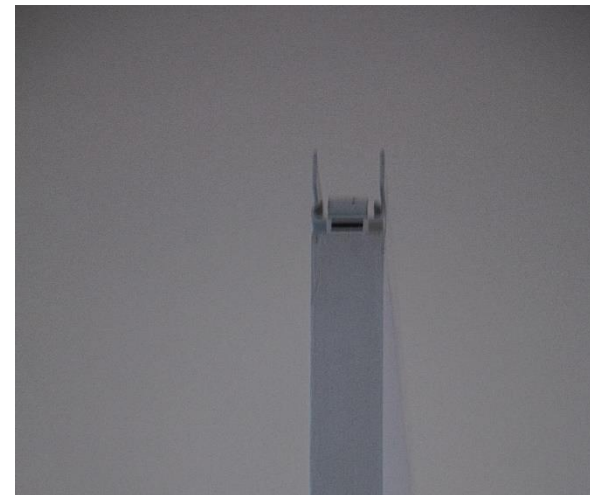
Important:

The stand builder's cabling is located at the top of the metal rail.

Please **DO NOT** drill into it, **DO NOT** hang anything in it, **DO NOT** change anything on the wall system or the lamps yourself.

Everything is permanently installed.

If you have any questions, please contact us!



Booth: Hanging 2

Please only use **our exhibition walls** for your artwork.

Exception for sculptures:

Please do not place anything too far into the escape routes. If you are unsure, please contact the team.

It is **not permitted** to hang, glue, or nail anything on the building's walls, pillars, windows, floor etc.

IMPORTANT:

Each participant is responsible for setting up their own booth.

We do not provide any helpers or material!

Fabric Walls of Location

The owner of the location has permanently installed their own fabric wall system at the windows and in front of the building's walls. We build our exhibition walls in front of them.

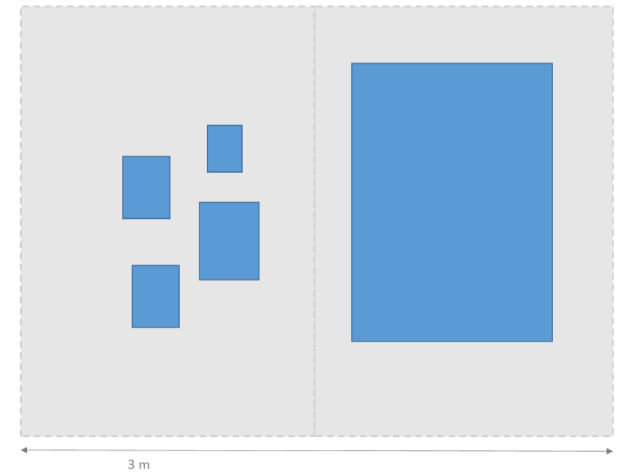
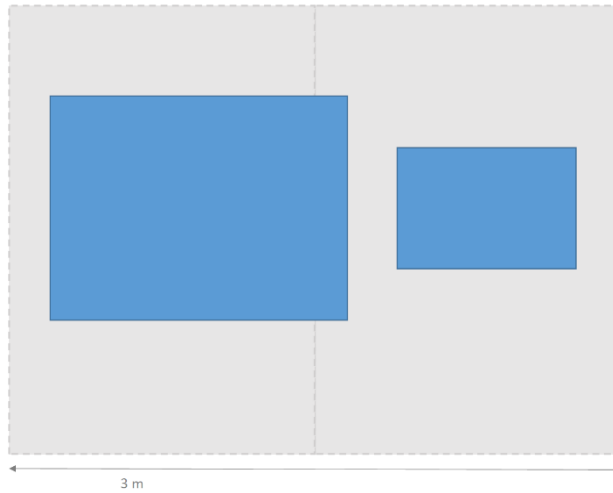
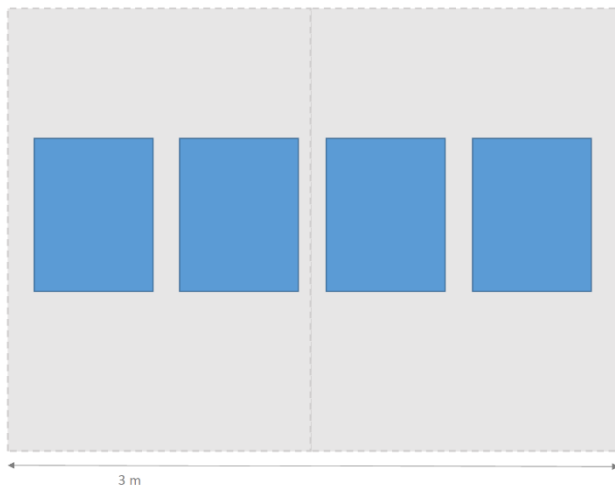
IMPORTANT:

Please do NOT hang anything on these fabric walls - no pictures, no jackets or anything similar. These fabric walls are very delicate and must be replaced by our participants if they are damaged (costs approx. 700 EUR plus tax).



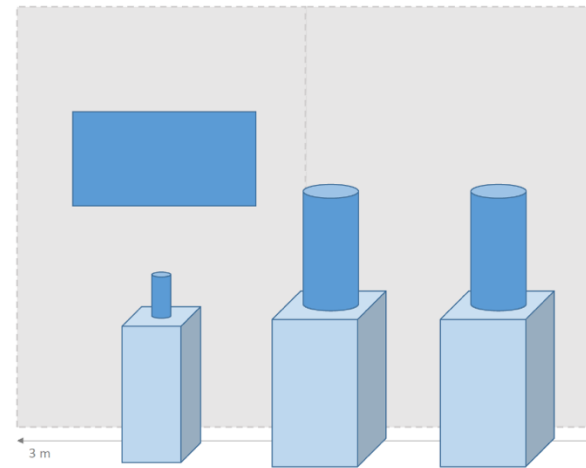
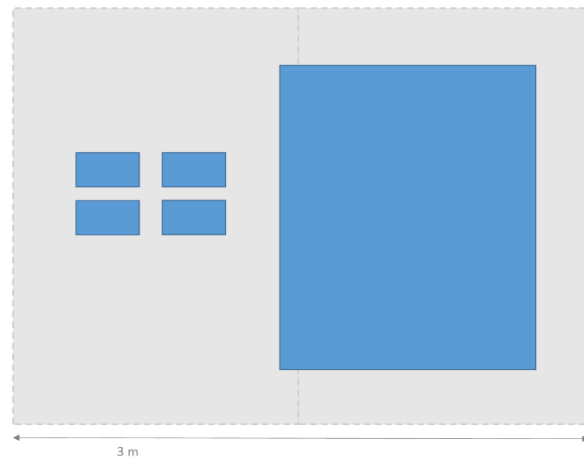
Booth: Hanging 3

The following hangings are permitted:



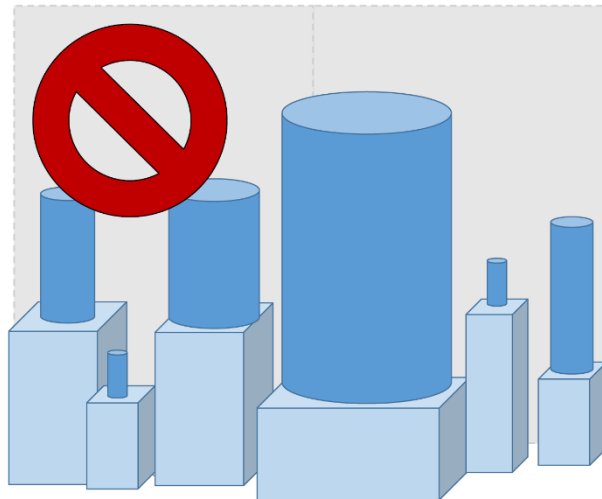
Booth: Hanging 4

The following hangings are permitted:

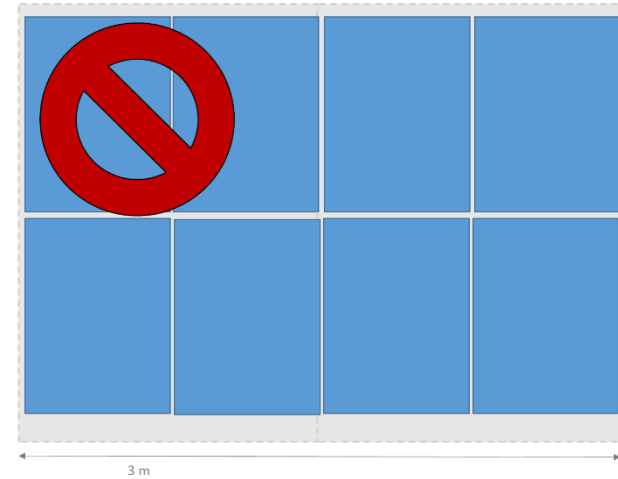


Booth: Hanging 5

The following hangings are **NOT** permitted:



Petersburger Hängung

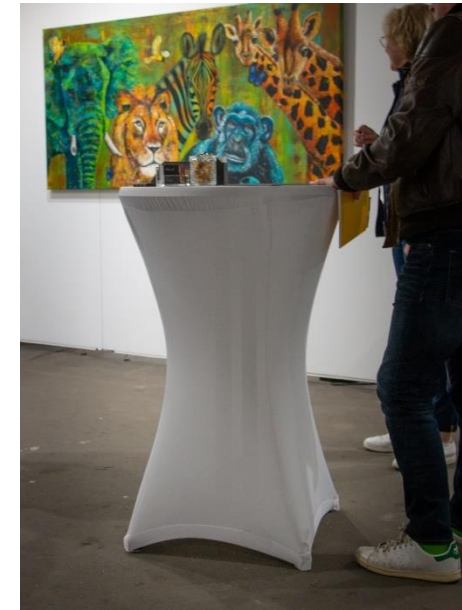
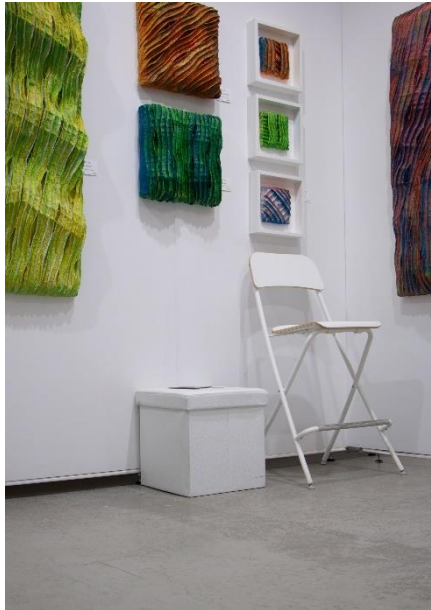


Booth: Storage

Only use the booked storage for artworks, **not** for private valuables (jackets, laptops, handbags etc.)

An unguarded cloakroom is located next to the front desk in the foyer. Use at your own risk!

Here are some examples of storage space for your booth (for water bottles, bags, info material etc.)



These storage options are for your orientation for the booth.

The storage options here were brought by our participants themselves and are **not offered by us!**

Storage

There is a large open collective storage for all artists who have booked a storage.

There is 1 square meter per booked storage space and we distribute the spaces on site.

Details will be clarified on site.

It can only be used during opening hours.

You have to go through our exhibition office to get to the storage, i.e. someone from the team is always there.

We assume no liability!

Each artist is responsible for their own artwork.

Please handle your own and other exhibitors' artworks with care!

The storage area is exclusively for artworks.

Jackets, bags, private items are NOT allowed!

There is an (unattended) cloakroom in the foyer.

Booth Labels

Name Labels:

Standardized name labels with booth numbers and place of origin of exhibitor are provided by us for all booths.

Please do **not** attach your own large name signs or stickers (as a “heading”).

Price tags / list:

Prices must be available for each artwork!

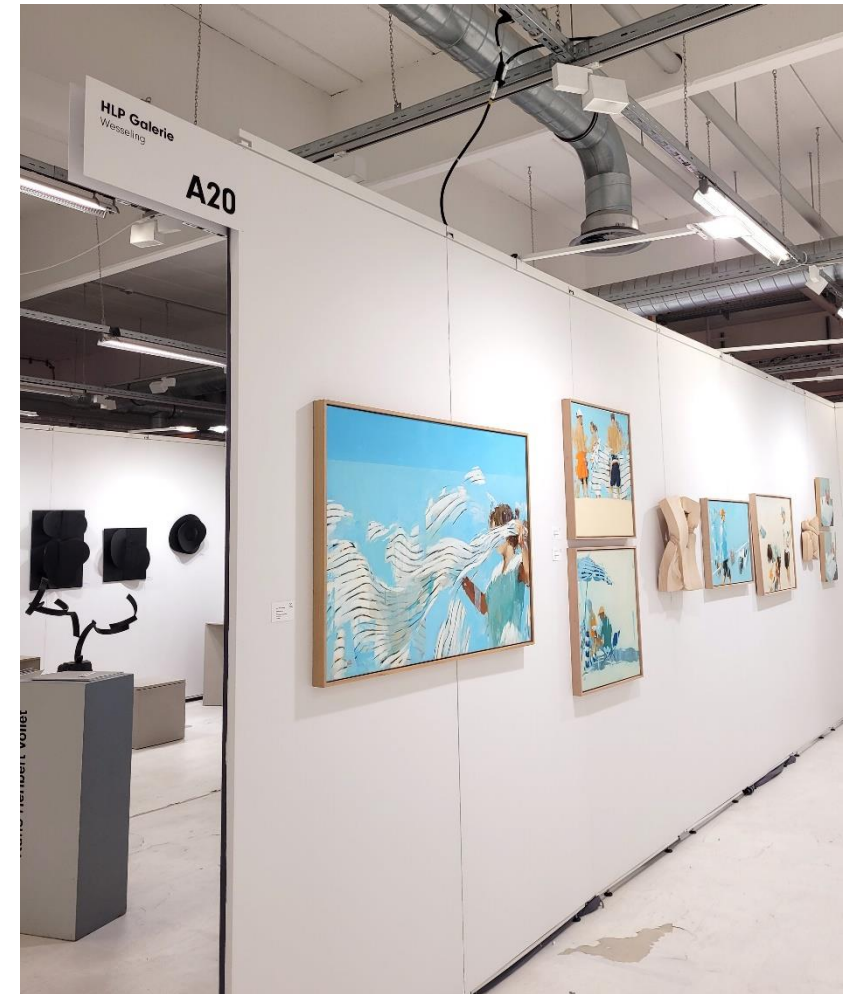
Please prepare them yourself and attach them neatly and uniformly.

There are no specifications for the design.

You can also choose to use a price list.

Value added tax (VAT) must be displayed!

→ See next page



Value Added Tax (VAT)

The VAT must be displayed!

The VAT of the place of sale applies - Germany.

ATTENTION: The federal government have announced in a press release that from 2025 on there will be changes in tax rates for art sales:

<https://www.bundesregierung.de/breg-de/aktuelles/ermaessigter-steuersatz-fuer-kunsthandel-kommt-ab-2025-kulturstaatsministerin-roth-wichtige-unterstuetzung-fuer-galerien-kuenstlerinnen-und-kuenstler--2321710>

We are not tax consultants, so please inform yourself sufficiently.

Explanatory Texts

This is an idea from our exhibitors that we would like to pass on to everyone:

If you would like, you are welcome to bring a short **explanatory text** about your art and your background and hang it up or place it at your booth.

If possible, provide these texts in German since not all visitors speak English.

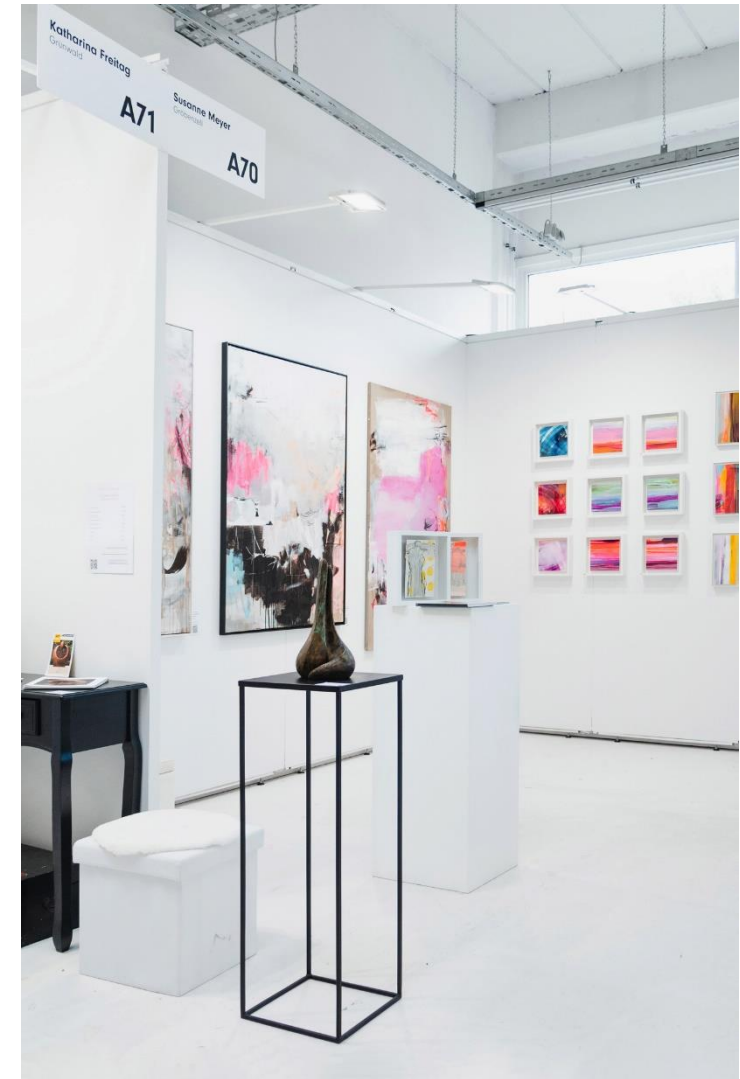
We ask you to choose a high-quality presentation for the text.

E.g. in a frame or printed on thicker paper/cardboard.

Another tip from us:

Prepare enough **business cards** and **information material** with your contact details.

Visitors are happy to take these with them.



Booth in general

Please make sure that your booth always looks tidy, e.g. no flyers scattered around etc.

Do not bring any extra decorations such as flowers, carpets, balloons.

Do not bring any merchandise/promotional items such as bags, clothing, cups.

No advertising posters.

No stacks of pictures on the floor to browse through.

No postcard stands - individual postcards/flyers are fine though.

Please present art prints or other small formats in a box or closed folder.

Wooden picture racks are not permitted, but those painted white or made of metal are.

Self-brought chairs and tables are fine, e.g. simple wooden or folding chairs, bar stools, simple cabinets

(see slide on storage space).

Please do not bring camping or garden furniture.

Please pay attention to these points, so that everyone can present their art in a high-quality atmosphere.

Furniture to rent

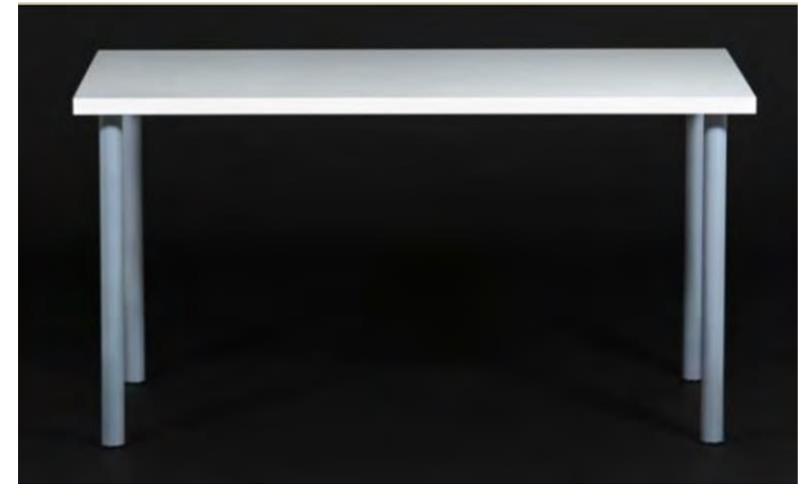
**The bookings have already been completed.
No further bookings are possible.**

It is simple white furniture with metal legs.

Table dimensions: H: 75cm x W: 60cm x D: 100cm

This borrowed furniture must be returned to the front counter by each booth independently after the event.

Participants may also bring their own furniture!



Selling artworks

When selling, we advise: Take down the artwork, give it to the buyer, hang up a new one.

Of course, it depends on the individual sales talk, and the artwork may not be handed over until after the fair.

It is also possible to mark the artwork as reserved or sold and leave it on display.

In the case of a reservation, we recommend taking a deposit as security.

The participants handle the sales independently.

If a buyer wishes to collect a purchased artwork on another day of the fair, please provide a confirmation of purchase / “**Kaufnachweis**” (= exit slip, distributed on site) so that they do not have to pay admission again.

Important:

The confirmation of purchase slip will be collected by our security when the customer leaves the premises with your purchased artwork. Note this is not a receipt. If the customer wishes to have a receipt, you must issue this separately.

KAUFNACHWEIS
CONFIRMATION OF PURCHASE

Name Künstlerin / Name of artist: _____ Name Galerie / Seller, address: _____
Name des Kunstwerks / Name of artwork: _____ Größe des Kunstwerks / Size of artwork: _____

☐ Original ☐ Kunstdruck / Print
Zutreffendes bitte ankreuzen! / Please tick as appropriate!

Datum und Unterschrift Künstlerin / Galeristin
Date and signature of artist / gallery: _____

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Payment

Payment also depends strongly on the individual buyer and your price segment.

Payment options:

- Cash
- Invoice / bank transfer (possibly with deposit)
- PayPal
- Mobile card readers (e.g. SumUp)

The fair does **not** retain a percentage of your artworks sold.

Everything is covered by the participation fee.

Important:

Provide the buyer with a **confirmation of purchase slip/”Kaufnachweis”** (= exit slip, we will hand it out on site).

Security will check all of these slip when leaving the exhibition.

Without such a confirmation, the customer must return to you.

Wrapping Service

We have set up a new service: a **free wrapping service** for sold artworks.
You will find this wrapping service in **hall 3** behind the catering.

Procedure:

After a sale, you will issue the buyer with a confirmation of purchase slip/"Kaufnachweis".
Go to the packing station with his confirmation and artwork and have it wrapped.

Important:

1. Wrapping at your own risk. **We accept no liability for breakage or damage.**
2. The wrapping service is a **customer service for buyers** only and will **not** wrap the artworks that are to be taken back home by the participants on Sunday evening!



Insurance for Artworks

We do not offer insurance for theft and breakage.

We strongly recommend that you take out additional insurance.

We have security staff and a night guard on site at all times.

At our last editions we had several thousand visitors on the weekends.

Of course, accidents can happen, so bear that in mind.

We always recommend participants to be present at the booth themselves, but ultimately, it's your own decision.

Dismantling Process

Sunday, 03.05.2026

18:00 – Start of Dismantling

18:30 – Admission Dismantling Helpers (without pass)

between 18:30 and 18:45 – Opening of Lifts

Why do we only let dismantling helpers in at 18:30?

Our security team needs a few minutes until all visitors are outside. Some of them are still in sales talks with exhibitors. Once the helpers have entered, we have open doors and no longer control the admission. In this way, we want to prevent anything from happening in the hustle and bustle or in the "dismantling rush". In order to guarantee the best possible experience for everyone involved, we ask for your patience and understanding for our processes. Thank you!

Dismantling

It is not permitted to start dismantling before 18:00 on Sunday!

This creates a negative mood, an atmosphere of departure and unrest during the fair.

Visitors pay the full admission price until the very end. The front desk team have often had problems with visitors because of this and this is not how a visit at ARTMUC should be remembered.

It is also uncooperative towards other exhibitors who are still conducting sales talks.

Please remain professional until the end!

When the last visitors have left, you may drive your car to the parking lot in front of the building for faster loading.

In our experience, everything runs much faster if everyone sticks to the "rules"!

Time Slots for Dismantling

The departure time slot you have booked determines when you can drive up with your vehicle to load in after dismantling. Usually things go more quickly than expected, and you can load earlier.

In the Download Center at www.artmuc.info/downloadcenter you will find instructions and the link for our time slots for set-up and dismantling. Each participant can book their own arrival and departure time. After the booking deadline, we will provide you with a complete overview of the slots in the Download Centre.

Unfortunately, not everyone can leave at the same time and first, we understand you - we are tired too and want to go home as soon as possible. Usually things go swiftly at the end of the fair. 😊

Return of Walls

Please erase all pencil marks from the walls.

Screws, nails, stickers... remove all.

DO NOT use filler/putty! Do NOT paint! Do NOT draw on the walls with markers!

The holes made by the screws and nails in the walls are fine. Please **do not** fill them yourself!

The rented furniture must be brought back to the collection point in the front themselves by participants.

Penalties

If the following rules are ignored, we must issue a house ban:

- Smoking in the building or at emergency exits – we do not differentiate between cigarettes, e-cigarettes or vapes
- Storing items behind the exhibition walls
- Damage to the wall system and the lights (punching large holes into the wall, graffiti, non-removable stickers or markers)
- Damage to the venue
- Unauthorized opening or blocking of emergency exits
- Unauthorized use of locked lifts or the passenger lift for set-up/dismantling

As the organiser, we are responsible and liable - and not you as a participant!

Promo

ARTMUC logos in all formats can be found on our website for download and free use:

www.artmuc.info/en/downloadcenter

You can watch our latest after-movie and infomercial here, as well as find pictures of the last editions:

www.artmuc.info/en/press/



Zoom Call

We offer all our participants an **online Q&A session** to discuss all procedures together.

Tuesday, 01 October 2026 from 19:00 CEST

Use this link to join the Q&A Call:

[Link Zoom Call](#)

Meeting-ID: 844 1913 9626

Kenncode: 143894

The ARTMUC team will briefly introduce themselves and we will clarify all your open questions together.

Non-German speakers please note:

You are very welcome to join, but please note that the Zoom Call will be held in German, since the majority of our participants are German speakers.

If you decide not to join in, you will be well prepared if you read this “**Guidebook**” carefully.

If you have any further questions, feel free to contact us via e-mail at any time!

We are looking forward to seeing you!

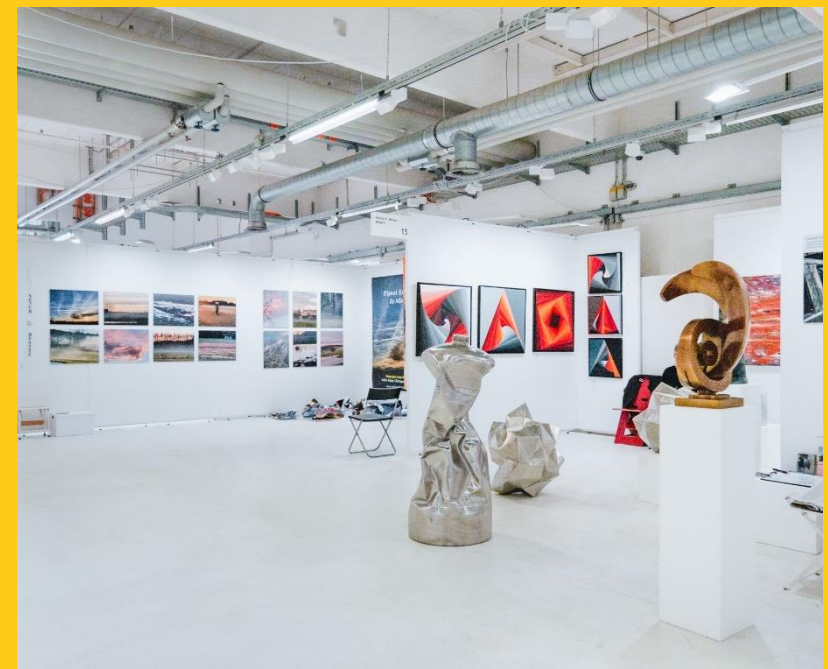
We look forward to your participation and your contribution to our spring edition in the new spacious location.

On the following pages you will find some more impressions of the last few ARTMUCs to see the location and get the anticipation going.

For more vivid impressions, take a look at our Instagram channel: **@artmuc.kunstmesse**

Your ARTMUC Team 😊









Photos

Isabella Kilian:

Pages 9, 10, 11, 15, 18, 25, 26, 34, 36, 41, 51, 52, 53

Raiko Schwalbe:

Pages 3, 28

Jenny Tran:

Pages 4, 8, 14, 48

Felix Huber:

Page 50

Thank you! 😊

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