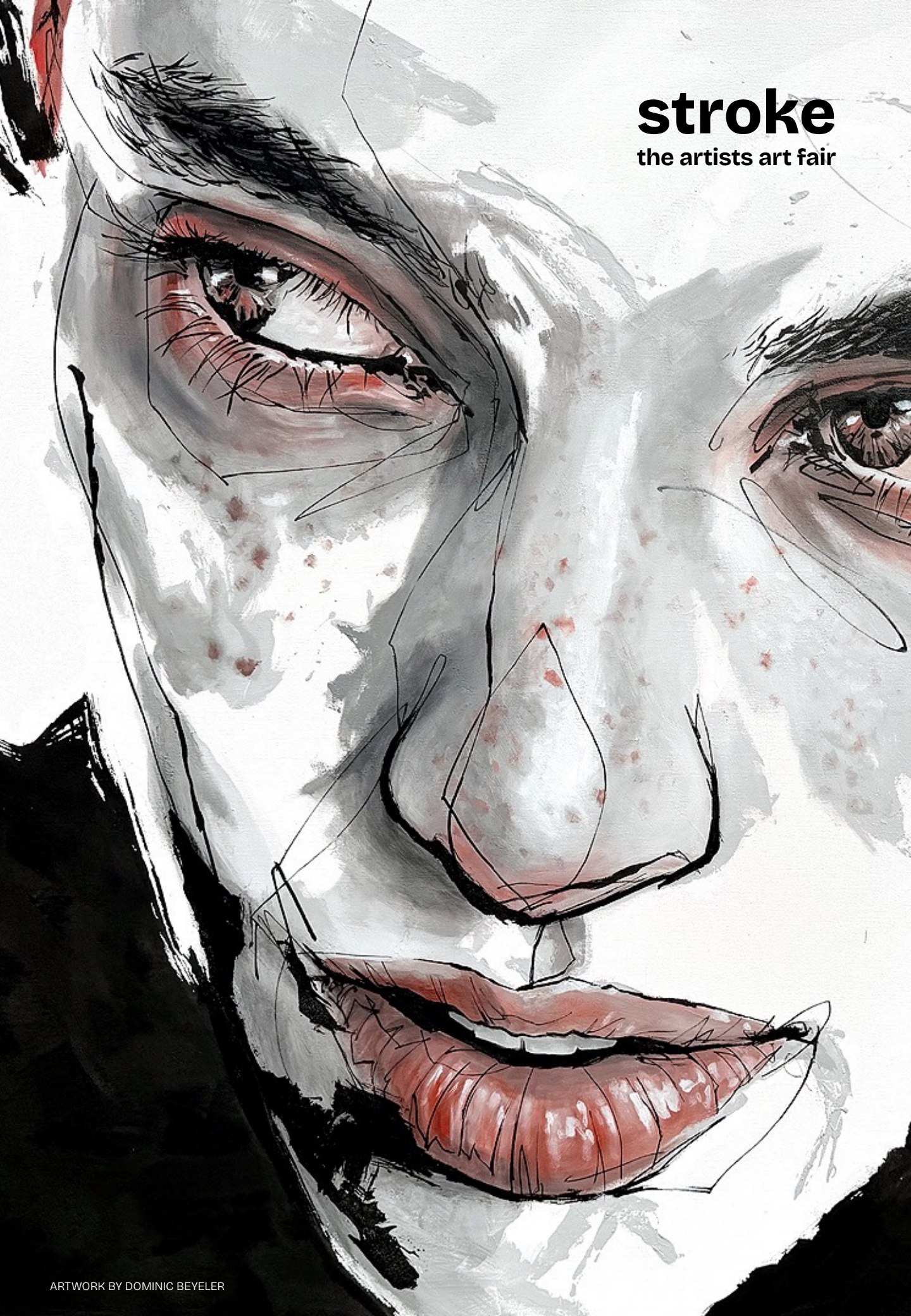


ARTWORK BY DOMINIC BEYELER

The art fair built around people, connection and discovery.

Personal, open and established since 2009.

01 — Artists

The artists come first.

We put the creatives at the heart of it all! An art fair doesn't begin with exhibition booths, but with artists—their personalities, their ideas, and the encounters they create with other people.

That's why at stroke, it's not just the artworks that take center stage, but above all the artists themselves.

02 — Connection

Meet, collaborate and sell.

In a world where most artists have to manage themselves and communicate primarily through screens, we create a space for what rarely happens digitally: real connections between artists, visitors, curators, buyers, and collectors.

These connections lead to collaborations, new opportunities, and sales.

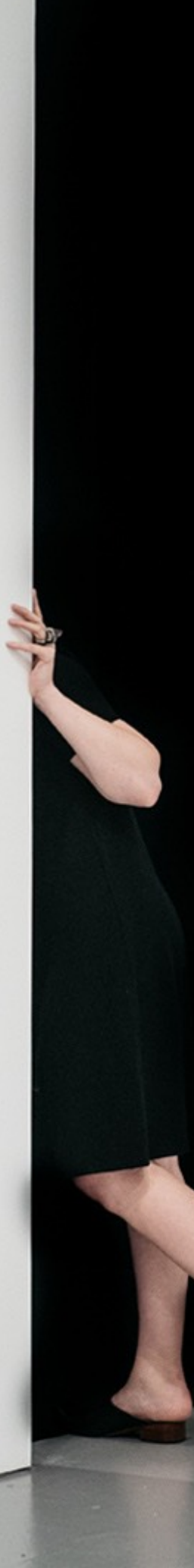
03 — BELONGING

Find your people. Live the moment.

stroke is, of course, a sales fair—but above it all, it is a place of belonging: making art, discovering art, talking about art, and buying art – this is what we're bringing together for over 18 years. It's this connection that turns a participation into an experience.

It creates a place where you feel like a vibrant part of the art world.

It’s never just about your work, it's about your personality and always about who you meet through it.



Our venue

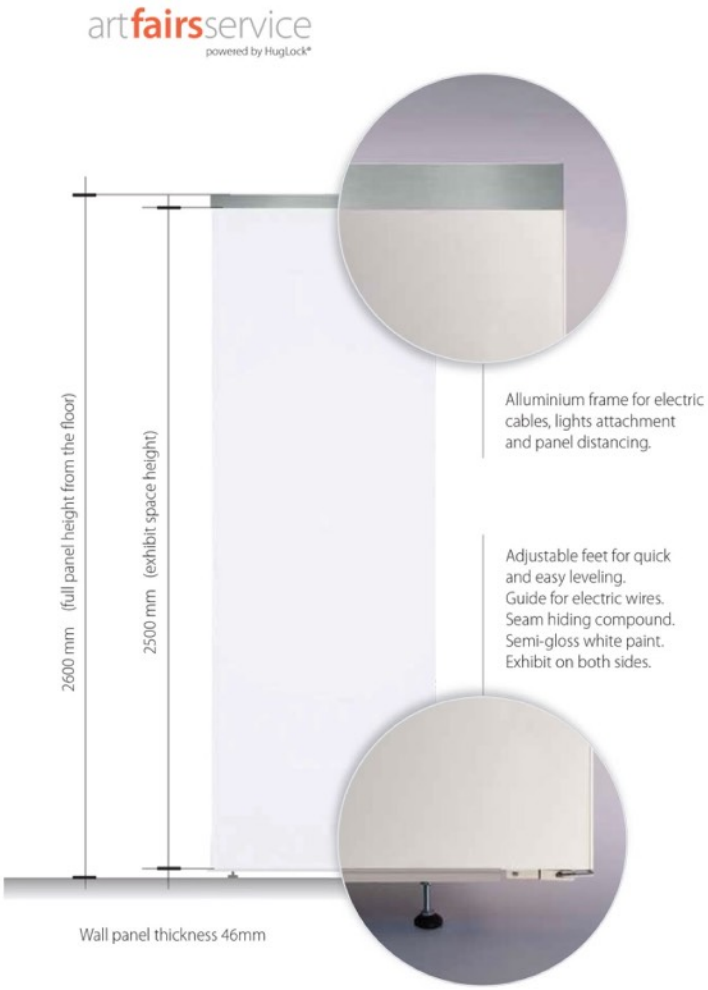
Charming & unique

In 1810, the first structures were built in the middle of the Isar River on the approximately 3.6-hectare Praterinsel. Initially, the site served as an amusement park, before becoming the “Royal Bavarian Privileged Spirits, Liqueur and Vinegar Factory” 60 years later. Since 1988, the historic buildings, alongside various other uses, have been home to Munich’s vibrant arts and cultural scene.

Due to its unique architecture, Praterinsel cannot be compared to conventional exhibition halls. The venue features three exhibition spaces in the main building and one additional space in the adjacent building. These include the “Füllhalle” on the ground floor, the “Zollgewölbe” in the basement, and the so-called “Wurzelkeller,” which combines elements of both a basement and a ground-floor space.

Exhibition Set Up

Our exhibition stand construction is handled by artfairsservice, which also works on fairs such as ART KARLSRUHE, Enter Art Fair Copenhagen, Art Düsseldorf or Affordable Art Fair.



Participation

Due to the historic architecture of Praterinsel, we do not rent out floor space as such, but rather wall space (wall length). Bookings of more than 6 metres may result in enclosed booth-like spaces, but the exact layout is unique to each location. The number of spaces is limited. There is no booking deadline—we operate on a **FIRST COME, FIRST SERVED** basis.

Category 1 (FÜLLHALLE)

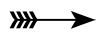
The “Füllhalle” is accessible at ground level from the courtyard and serves as the main entrance to the exhibition space.

Minimum Size: 4 m wall length – **1.450 EUR[1]**

Larger spaces can of course be booked. Each additional metre of wall space is charged at 300 EUR[1].

Examples:
4 m - 1.450 EUR[1]
5 m - 1.750 EUR[1]
6 m - 2.050 EUR[1]
.....

12m - 3.850 EUR[1]



Category 2 (ZOLLGEWÖLBE+WURZELKELLER)

These areas are located in the basement or at ground level adjacent to the “Füllhalle” and have additional entrances and exits.

Standard wall length is 3 m. Larger spaces can of course be booked. Each additional metre of wall length is charged at 300 EUR[1].

Examples:
3 m - 950 EUR[1]
4 m - 1.250 EUR[1]
5 m - 1.550 EUR[1]
6 m - 1.850 EUR[1]

We have a limited offer for beginners:
2 m wall length - **700 EUR[1]**

Light set up: 2m: 1 LED-Spot | 3m & 4m: 2 LED-Spots | 5m & 6m: 3 LED-Spots | 7m & 8m: 4 LED-Spots usw. Additional LED-Spots are available for rent at 70 EUR [1] per unit.

[1] + 19% VAT

How to apply?

Artists, collectives, creatives, and galleries are invited to apply for stroke 2027, taking place in Munich from March 19–21.

Please start by sending us an informal email with a brief introduction and a link to your portfolio (website or social media account where your work is clearly visible). If your profile is a good fit for the **stroke** program, we will contact you with all further organizational information regarding participation. Unfortunately, we cannot provide reasons for rejections.

For any questions, please contact:

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