

Migros Culture Percentage Sparx

Fact Sheet: Call for Ideas 2026-2027

What is Migros Culture Percentage Sparx?

Migros Culture Percentage Sparx **supports emerging artists and cultural practitioners across disciplines** and creates space for the development of new artistic and cultural ideas. The programme focuses on the independent **development of a project vision, support on the path to professionalisation**, and **the expansion of a professional network**. Sparx supports **groups of 2–4 people**.

Through an annual **Call for Ideas**, Sparx seeks innovative project visions that are further developed over a four-month period during the **Sparx Studio Phase**. Project visions from **all cultural disciplines** are welcome. They should pursue a clear objective and aim to create a social, societal, or environmental impact.

What does a Migros Culture Percentage Sparx grant include?

The Sparx Studio funding period includes:

- Guidance over **four months** for **the independent and open-ended development** of a project vision.
- Professional **support from coaches and experts**.
- Exchange with other groups and participation in programme activities, including accommodation, travel expenses, and vegan catering during the **five Studio Days** held in various Swiss cities.
- A **contribution** of CHF 6,500 per person (paid directly to each participant).
- An **optional social security contribution**: 12% of the grant contribution is paid into a private pension account (6% contributed by you, plus an additional 6% contributed by Sparx).
- A **material contribution** of approximately CHF 500 per group for the further development of the idea (the exact amount is determined jointly at the beginning of the programme).

How does the funding process work?

1. Call for Ideas

During the Call for Ideas, groups can submit their project visions through the Migros Culture Percentage online application portal.

The application consists of responses to three specific questions and a budget. In addition, all group members must answer individual questions and submit their CV as well as a personal project example. A visualisation of the idea is optional. Further details can be found in the FAQ on sparx-space.ch.

The Call for Ideas opens on **20 August 2026** and closes on **22 October 2026**.

2. Selection

- The selection process takes place in three stages:
- Formal review: Verification of the eligibility requirements and formal criteria.

- Internal review: Assessment of the participants' level of professionalism, the content of the submitted project ideas, and their suitability for support through Sparx.
→ Feedback will be provided to all applicants in mid-December 2026.
- Final decision: An external selection committee makes the final decision based on the pre-selected applications. For this purpose, applications are anonymised and evaluated without attachments. The committee consists of five emerging artists and cultural practitioners.
- The selected Studio groups will be announced by **1 February 2027**.

3. Sparx Studio

During the Sparx Studio funding period, the following applies:

- Groups organise themselves independently and **determine their own schedules and working locations**.
- **Coaches** provide support through three coaching sessions and assist with goal setting.
- Two additional meetings with self-selected Swiss **experts** are possible and funded by Sparx.
- All group members actively contribute to the submitted project.
- The development process is open-ended. Changes to the format are possible, but the topic and intended impact must remain unchanged.
- Participation in **the Studio Kick-off** and in five **Studio Days** is mandatory. These events are an integral part of the funding programme.
- The **personal grant contribution** is paid in two instalments: CHF 4,000 at the beginning of the Studio period and CHF 2,110 after the final review meeting.
- Optionally, Sparx will contribute CHF 390 (6%) directly to a pension account at the end of the Studio period, provided that participants also commit to contributing 6% of their personal grant of CHF 6,500 to the same account. In this way, Sparx supports participants in strengthening their **social security**.
- Additional benefits include a jointly agreed **materials contribution** as well as coverage of **travel expenses, catering, and accommodation** for the Studio Days.

Studiotime:	April to July 2027
Studio Kick-off	24.3.2027 17:00-19:00
Studio Days 1–2:	10. & 11.4.2026 (including accomodation)
Studio Days 3–4:	5. & 6.6.2027 (including accomodation)
Studio Day 5:	24.7.2027

4. Conclusion of Sparx Studio

The Sparx Studio programme and the associated funding conclude with a final review meeting in August. No written final report is required.

Who can apply to participate in Sparx Studio?

Sparx is aimed at emerging artists and cultural practitioners from all disciplines who are at the beginning of their professional artistic careers.

Requirements and formal criteria:

- A group must consist of **a minimum of 2 and a maximum of 4 people**.
- All participants receiving funding must be **at least 18 years old**.
- Participants must be **at the beginning of their professionalisation** and already have gained initial experience in artistic and cultural projects. They should demonstrate an aspiration to pursue their artistic or cultural practice professionally. This must be described in the application form and can be evidenced through their CV and a relevant project example.
- At the time of application and throughout the Sparx Studio programme, participants must not be enrolled at an art school.
- All participants must be willing to actively engage with their professional development and further develop the submitted project idea during the four-month Studio period.
- The development of the project vision and/or the implementation of the project must **take place in Switzerland**.
- During the four-month Studio period, participants must **reside in Switzerland** and have a **bank account with a Swiss IBAN**.

What kinds of project visions is Sparx looking for?

The project idea should engage with societal issues and aim to create a positive impact in at least one of the following dimensions:

- **Positive Change:** Art and culture are used as a means to collectively address societal challenges, inspire change, and uncover questions for which solutions can be developed.
- **Sustainability:** Development of approaches that promote a holistic understanding of sustainability (environmental, social, and economic) as well as the long-term impact of one's own practice.
- **Diversity and Inclusion:** Exploration of different perspectives in order to find new ways of working together and to build bridges between people and communities.
- **Innovation through Art and Culture:** New creative approaches and formats for collective action and co-creation are explored to develop solutions and skills for addressing current societal issues.
- **Social Cohesion:** Artistic approaches are used to create experiences or formats that broaden perspectives and strengthen dialogue, solidarity, and mutual understanding.

What is considered during the selection process?

- Sparx is looking for project visions that:
- Are submitted by groups in which all members meet the eligibility requirements.
- Are submitted by groups whose members are all at the beginning of their professionalisation and can equally benefit from the opportunities offered through the programme.
- Are described clearly and understandably.

- Are still in the ideation phase during Sparx Studio and have not yet entered the production phase.
- Engage with societal issues and strive for a sustainable impact.
- Clearly demonstrate the motivation for participating in Sparx Studio.
- Clearly describe who the group members are and how they collaborate.

Who is not eligible to participate?

- Projects are not eligible for funding if they:
- Do not meet the eligibility requirements.
- Contain discriminatory content.
- Are developed within an institutional framework (e.g. education programmes or projects guided by external individuals or institutions).
- Primarily focus on commercial objectives.
- Have already progressed beyond the ideation phase.
- Aim to establish infrastructure or an administrative office.
- Focus on the development of apps or websites.
- Operate exclusively within the fields of photography, design, or architecture.
- Are already receiving funding from the Migros Culture Percentage.
- Are initiated by individuals who have previously received funding through Sparx Studio.

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Stand: Juni 2026 (Änderungen vorbehalten) LM