



Die Galeristin Susanne König (Mitte), Catrina Sonderegger (links) und Thomas Spycher (rechts). (Bild: Michel Gilgen)

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# Galerie König Büro: «Banks Are An Important Sales Channel For Us»



Written by Simone Töllner | Editor-in-Chief



**In Zurich's Kreis 3, at Birmensdorferstrasse 299, Galerie König Büro showcases visionary art in a former laundry. finews.art spoke with gallery owner Susanne König about courage, concept, and the relationship with the financial world in challenging times.**

**Mrs. König, in the pandemic year 2020, when many galleries were closed, you decided to open Galerie König Büro. What motivated you?**

The step towards **the gallery** was a natural progression. Since 2013, I had been running König Büro for art consulting and exhibition management, and had already collaborated with many artists. My clientele soon showed great interest in direct art purchases.

When I moved out of my office in Wipkingen, the opportunity for my own gallery space arose. That was the moment I decided: if I find the right space, I will open a gallery.



Galerie König Büro. Insight into the new exhibition by Karoline Schreiber. (Bild: Damian Byland)

**Opening a gallery in the midst of the Corona pandemic requires courage. How did you and your team overcome this challenge?**

We had signed the lease before the pandemic and had to postpone our opening. Despite all the difficulties, including two shutdowns, we persevered. I had been working towards this moment for years and didn't want to give up. The belief that the pandemic would pass kept us going.

**What challenges do you remember particularly?**

The biggest challenge was the general fear. Fear of infection and fear of investments. Nevertheless, there were always bright spots. Especially in December 2020, when many people working from home wanted to redecorate, we experienced an incredible surge in sales.

**How has the collaboration with your team evolved over time?**

In the beginning, as the founder, I was alone. **Thomas Spycher** was the first employee in the gallery. Then **Catrina Sonderegger**, whom I had known for a long time, joined as a curator. I work closely with her. She brings fresh ideas and perspectives to our exhibitions.



Karoline Schreiber – Variables and Constants, 2024, Galerie König Büro (Bild: Damian Byland)

**Despite all adversities, your gallery has established itself. Have you received support from the financial world or sponsors?**

No, initially I financed König Büro through my work as a corporate secretary in the biotechnology sector. There was interest from investors, but I wanted to remain independent and grow slowly to maintain control. In the future, I would not rule out a connection with interesting sponsors.

**What is the collaboration like with art collections of banks?**

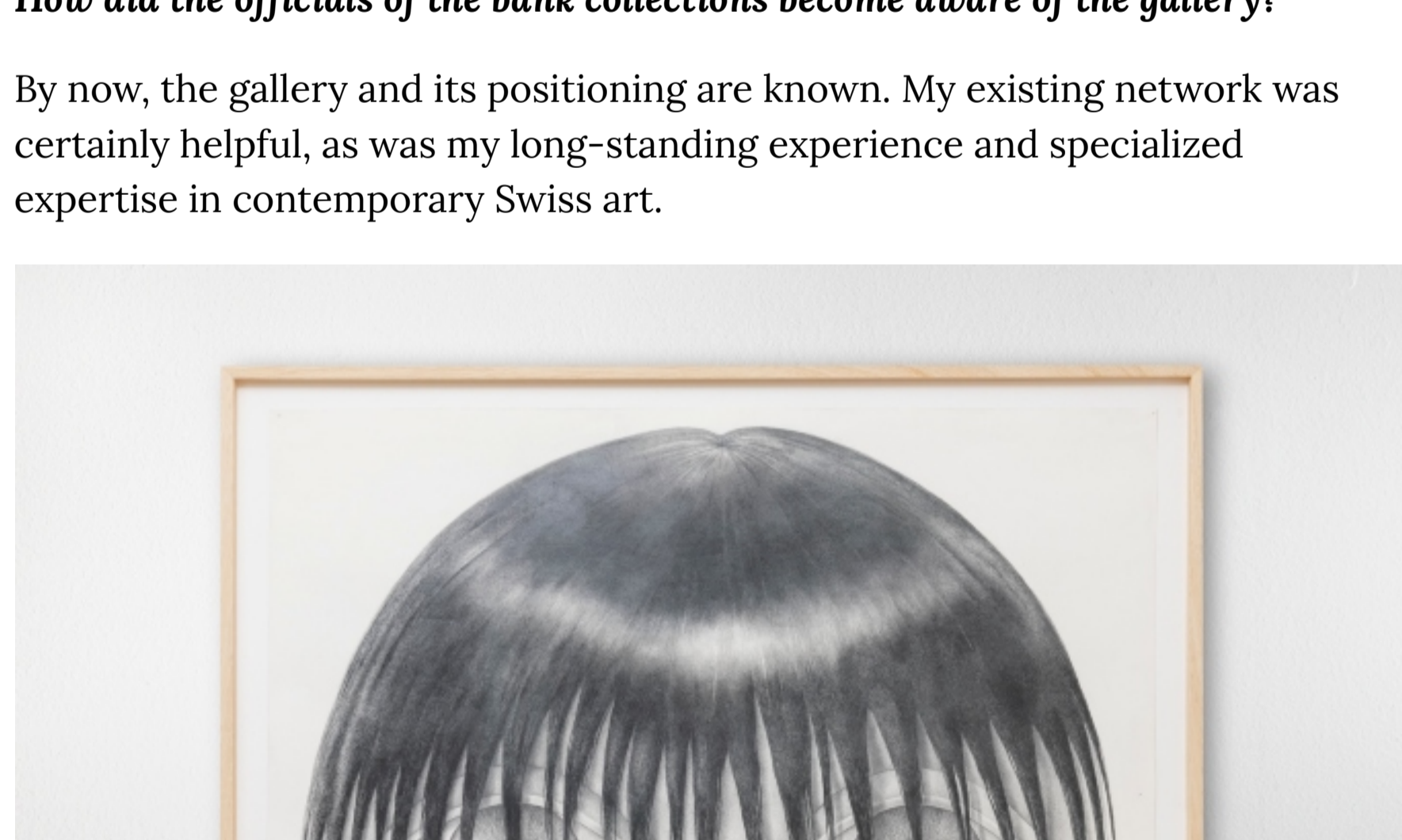
Collaborating with banks has become an important sales channel for us. We have managed to place several artistic positions in collections such as those of **Credit Suisse, Zürcher Kantonalbank, Swiss National Bank**, and also **Swiss Post**. The trust these institutions place in us is a great success.

**What is the difference in collaborating with banks and private clients?**

Our collaboration with banks focuses on their professionally managed art collections, with an emphasis on market-relevant expertise and sustainable investments in contemporary art, especially to promote the Swiss economic area. With private individuals, on the other hand, aesthetic aspects take precedence, and the question of whether a work fits into the personal environment, and thus less the economic perspective.

**How did the officials of the bank collections become aware of the gallery?**

By now, the gallery and its positioning are known. My existing network was certainly helpful, as was my long-standing experience and specialized expertise in contemporary Swiss art.



Karoline Schreiber, «You'd be amazed», Ölstift auf Papier, 2024 (Bild: Damian Byland)

**For your upcoming exhibition, you have chosen the artist Karoline Schreiber. What led to this decision?**

**Karoline Schreiber** is an exceptionally independent artist whose drawings fit perfectly into our program. We place great value on filling more than half of our positions with works by women. Schreiber's work is fascinating and enriches our offer. And the prices are interesting: her works in our exhibition range from 2,000 francs to 10,000 francs.

**Mrs. König, would you open a gallery again?**

Yes, definitely. There was no other option for me. Despite all the difficulties, it was the right decision. As a team, we have been through a lot and have become stronger as a result. The experiences we have gained are priceless.

## Galerie Büro König

Founded in 2020 in Zurich, Galerie König Büro focuses on contemporary Swiss art, from painting to video. Under the direction of Susanne König and with the professional expertise of Catrina Sonderegger, it presents exclusively curated exhibitions. The team, complemented by Thomas Spycher in digital communication and **Carole Kambli** in stakeholder management, is particularly committed to emerging female artists. The gallery consciously operates at the cutting edge and promotes progressive discourse in the art scene.

Upcoming Exhibition: Karoline Schreiber – «Variables and Constants». Vernissage: Friday, April 12, 2024. Further information under **this link**.