



Press Release
Madrid, February the 17th, 2023

THE LIQUITEX AWARD OF THIS EDITION WAS GIVEN TO THE ARTIST DANIEL SUEIRAS

- › **Liquitex, sponsor of ART MADRID, awards each year a prize in the brand's material valued at €1,000, which is given to one of the artists participating in the fair who works with acrylic material.**
- › **The artist awarded has been chosen through a vote carried out through social networks, in which the creators pre-selected by Liquitex were Moisés Yagues, Lino Lago and Daniel Sueiras.**
- › **The artworks of Daniel Sueiras, the winner of this edition, will be on display at the booth of the Marita Segovia Gallery.**
- › **ART MADRID celebrates its eighteenth edition from February the 22nd to the 26th, 2023 at the Galería de Cristal del Palacio de Cibeles.**

Madrid, February 17th, 2023.- For the second consecutive year, Liquitex, a world reference brand in professional acrylic, joins ART MADRID as a sponsor, and in its desire to empower the artist and support contemporary creation, it awards a prize in branded material valued at and support contemporary creation, **Liquitex is awarding a prize worth 1.000€ in branded material** to one of the artists participating in the fair who works with acrylic in their pieces.

To choose the winner, the public was consulted **through an online form on social networks**, where they could vote for one of the three finalists pre-selected by the brand: **Moisés Yagues, Lino Lago or Daniel Sueiras.**

The winner of this edition was Daniel Sueiras whose pieces can be seen at the booth of the Marita Segovia Gallery.

Liquitex believes in the power of artistic expression to create a better world, where creators and communities can truly thrive: a world that gives back more than it receives and generates social and environmental value.

They realize that change can be challenging, but they are taking immediate steps to realize their vision. Empowering the community, innovating in all their products and packaging and integrating sustainability into each of their practices, maintaining the high quality product offering that artists expect and collectively leaving a **more positive legacy for everyone's future.**

EMPOWERING ARTISTS

From Liquitex they strongly believe in the philosophy of "*empowering artists*" as the best way to achieve their goals, ensuring a world in which future generations can create with guarantees, giving priority to safe spaces for artistic expression. In addition, they base this empowering of emerging talents with their residency programs and the different awards they give to creators.

SAFE MATERIALS

Another fundamental pillar in understanding the Liquitex brand is its continuous commitment to providing safe art materials, certified by the Art and Creative Materials Institute, Inc. in pursuit of ensuring the safety of artists, as well as innovating for a more positive impact on the environment. From packaging to product composition, Liquitex is fully committed to sustainable and **innovative solutions** that maintain the quality and performance of the product, leaving no trace other than the paint on our hands.

Progress that has continued since 2017, with the introduction of **cadmium-free Heavy Body colors**, the first alternative to cadmium with performance that is truly equivalent to paints containing that heavy metal, and all thanks to innovation in the laboratory.

This year 2023, progress continues thanks to a partnership with **Waste2Wear**, pioneers in innovative plastic recycling solutions, use blockchain technology to offer 100% traceable and sustainable textiles. As part of the sustainability program, "**A Positive Mark**", the brand is launching a new line of canvases made from 100% recycled plastic bottles, identified with the **SUSTAIN** label, being the first items in this new Liquitex category, in the coming months they will be available in art establishments in the coming months.

The brand will continue its commitment to launching more sustainable materials within its "Professional" range and continue to integrate sustainability practices throughout its business, as well as contributing to its constant support for the artist community.

ABOUT ART MADRID

ART MADRID will celebrate its eighteenth edition from February the 22nd to the 26th, 2023, during the Madrid Art Week, at the Galería de Cristal del Palacio de Cibeles.

The fair attracts year after year a greater number of public (more than 20,000 visitors in each of its last five editions), as well as new collectors. A key mission for ART MADRID is to continue generating market and promoting national and international collecting in the Madrid context of Art Week. The fair is characterized by being a proposal close and open to all audiences who want to know the reality of the contemporary art world.

PRESS CONTACT

Studio Mónica Iglesias

info@bystudiomonicaiglesias.com

+34 620 421 253

More information and images can be downloaded directly from the Press Area online at

Press online: <https://www.art-madrid.com/es/prensa>



www.art-madrid.com

[#ArtMadrid23](https://twitter.com/ArtMadrid23)

ART MADRID'23

Dates: From February 22nd to 26th, 2023

Location: Galería de Cristal del Palacio de Cibeles

Address: C/ Montalbán, 1 (Next to Plaza de Cibeles)