



Press release
Madrid, September 9, 2020

ART MADRID' 21, Open call for galleries updates and extraordinary measures

- › **DUO Applications: an initiative that brings galleries the opportunity to participate together.**
- › **New advising and mentoring programme oriented to new art collections.**
- › **The deadline for applications is October 15, 2020**

Open call for galleries to participate in the sixteenth edition of Art Madrid that will take place in the Crystal Gallery of the Palacio de Cibeles from February 24 to 28, 2021.

Art Madrid is adapting to current circumstances to make the most of this new edition, always pointing out the value of contemporary art and incorporating new sanitary and security protocols to guarantee the safety and enjoyment of our visitors and professionals.

In order to support the galleries, the fair offers the best possible conditions through the implementation of **extraordinary measures** which ensure the proper functioning of the event, such as the total reimbursement of the participation fee in case of cancellation, fractionated payments and the refund of the registration fee if not selected.

Among the many **updates introduced in our programme, DÚO** is an initiative that brings galleries the opportunity to participate together, sharing the booth and presenting a joint proposal. Once again, Art Madrid consolidates its commitment to emerging art and **new tendencies through One Project**, a Curated Section that selects the works of young artists whose careers are at initial or intermediate state.

As we are aware of the sector's needs, Art Madrid'21 will offer a special **advising and mentoring** programme which will be oriented to new art collections, with the advice of professional experts in terms of art acquisitions.



Art Madrid defines itself as a proposal to the public and to the reality of the art world, aware of future challenges and of the positive impact that these initiatives have. This edition presents a renewed programme and the incorporation of specific services with the conviction that it will benefit the gallery sector, contribute, promote and highlight the importance of contemporary art.

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