



Press release  
Madrid, February 11, 2020

## ART MADRID-PROYECTOR'20 OPENS ITS PROGRAM OF LIVE ACTIVITIES AND ACTIONS

Art Madrid celebrates its 15th edition turning February into a celebration of contemporary art

- › The Art Madrid fair and the PROYECTOR video art platform inaugurate an extensive program of activities and actions dedicated to video art, action art and performance.
- › The program starts February 12th with a master class by the artist Patxi Araújo at MediaLab Prado and the subsequent inauguration of his site-specific work “Sherezade” on the building’s facade.
- › Curated by Mario Gutiérrez Cru, the open program consists of three master classes at MediaLab Prado, a visit to Eduardo Balanza’s studio and a round table of experts in Sala Alcalá 31.
- › In this edition, the Art Madrid-Proyector'20 program will be extended to the fair days with its own stand dedicated to presentations, projection cycle and performances in the Crystal Gallery of the Palacio de Cibeles.

Art Madrid inaugurates the **most intensive program of activities for its 15th anniversary**. At 17.30h on February 12th, the artist **Patxi Araújo** will start the program by teaching a master class in the MediaLab Prado auditorium. Under the title **“All Prophets are Wrong”** he will share his creative experience, the paths explored in communication and his productive processes incorporating technology without losing the burden of discourse. Subsequently and as an opening the interactive work **“Sherezade”** will be screened for the first time. A *site-specific* creation by Patxi Araújo for the MediaLab Prado facade that plays with the public through the random generation of sentences and phrases according to the viewer’s position in the front square of the facade. The work can be observed throughout the month of February.

In collaboration with the PROYECTOR video art platform and under curation, **Mario Gutiérrez Cru**, Art Madrid offers a program focused on video creation, action art and performance.

Continuing with this cycle of master classes in collaboration with the MediaLab Prado space, **at 17.30h on Thursday 13th**, the public will enjoy a unique and exclusive experience in **Olga Diego’s master class “Flight as living matter”**. The artist will work in a practical way with the public in the construction of the concepts of flight, art and action through the installation that will be part of her performance at the fair on February 29th.



**“Time and image”** is the title of the last master class to be held at **17.30h on Friday, February 14th**, directed by **Lois Patiño**. In it, the artist will offer an approach to video art and feature film through his work, reflecting on time, image and contemplative experience.

Art Madrid once again has collaboration with the **Sala Alcalá 31** in this edition and **will host a round table of professionals at 18.00h on Thursday, February 20th**. The roundtable will include: **Rafael Doctor**, independent curator and cultural manager, **Karin Ohlenschläger**, critic, curator and director of activities of LABoral will participate Center for Art and Industrial Creation, and **Berta Sichel**, cultural agent and curator director of Bureauphi Art Agency, moderated by **Miguel Álvarez-Fernández**. They will discuss the evolution of the still image, going through the video art until it reaches the new media and will reflect on the current impact it has for the creators and the society that enjoys and consumes it.

Finally, the open-program of previous activities Art Madrid-Proyector’20 presents an unmissable action for the public: **at 12.00h on Saturday, February 22nd** we will visit the **studio of the artist Eduardo Balanza** where we will have the opportunity to know his creation space and approach one of his latest pieces “B71” that combines sound and technology with an impressive result. The “B71” is an instrument inspired by baroque organs that works activated by vibrating speakers on irons capable of connecting to meteorological data websites, generating their own sounds. Eduardo Balanza will end the visit with a **demonstration of his performance** for the audience.

## **EXTENSIVE PROGRAMMING DURING THE FAIR**

Art Madrid celebrates its most festive edition by expanding the programming carried out in collaboration with PROYECTOR during the fair days. **From February 26th to 29th**, you can enjoy a stand inside the **Crystal Gallery** dedicated solely and exclusively to video art, action art and the *new media*.

The mornings will be dedicated to the **projection cycle curated by Mario Gutiérrez Cru** that will bring us the **best selection of pieces from the most outstanding international video art festivals on the world scene**. Proposed arrivals from Portugal, Mexico, Morocco, Colombia, Peru, Argentina, France, Greece or the Netherlands.



In the afternoon, Art Madrid will host the meeting and presentation at **17.00h** with the artists **Abelardo Gil-Fournier, Fernando Baena, Mario Santamaría and Maia Navas** who will establish a dialogue with the public about their working methods in the area of video art and action art. These meetings will lay the foundations to give way to the most innovative and dynamic bet of the fair: live performative performances by artists with great recognition in the area of new media and performance. **Iván Puñal, Olga de Diego, Eunice Artur and Bruno Gonçalves, Arturo Moya and Ruth Abellán** will be the protagonists every afternoon at 20.00h of this unique experience.

The fair thus becomes an **exhibition and enhancement** of less visible artistic disciplines that, however, house some of the most groundbreaking and current contemporary languages.

- You can find all the information in the [Activities section](#)
- Media information and images can be downloaded directly from [press](#)
- Video Art Madrid-Proyector'20 [View Video](#)

#### **PRESS ART MADRID'20**

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#ArtMadrid20

# ART MADRID PROYECTOR'20

VIDEO ART / NEW MEDIA / ACTION ART

Program of activities  
February 12<sup>th</sup> until March 1<sup>st</sup> 2020

- / TALKS
- / ROUND TABLES
- / EVENTS
- / PRESENTATIONS
- / PERFORMANCES

## ART MADRID'20 15<sup>th</sup> Contemporary Art Fair

26 Feb. - 1 Mar. 2020  
11:00 to 21:00 h.  
Galería de Cristal del Palacio de Cibeles  
C/ Montalbán, 1 · Madrid

[www.art-madrid.com](http://www.art-madrid.com)

Video frame "Strata of the image", Lois Patiño



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