



Press release
Madrid, February 19, 2020

ROYAL BLISS SPONSOR OF ART MADRID'20

- › **Royal Bliss sponsors Art Madrid for the first time to celebrate the most festive edition, on the 15th anniversary of the fair.**
- › **At Art Madrid'20, the public can enjoy the mixed drinks prepared with the wide range of Royal Bliss mixers.**
- › **Five artists will go to the Royal Bliss space to make their own interpretation of 'The red dog' of Gauguin. The final result will be the joint representation of the five paintings with the style of each artist.**

Royal Bliss, the largest brand of mixers at the international level, collaborates closely with **Art Madrid on its 15th anniversary** creating the most festive edition ever to celebrate art in style.

The Coca-Cola Company has been evolving and diversifying its products for more than a century since its history began in Atlanta back in 1886. It aimed to accompany and adapt to all the tastes of its consumers. **Royal Bliss is defined by its unique style, its curious and exploratory attitude** and it gets in this edition to be part of Art Madrid'20, a commitment to creativity and freer and more daring art.

The most sensory experience reaches the fair space thanks to **Freedom to mix** of **Royal Bliss**. The audience can enjoy **the cocktails they offer with their wide range of mixers**. More than 40 nuances that can transform the drinks in a versatile way, making them an extraordinary experience.

Freedom to mix is the result of exploration and transformation until you reach your work of art: a combination with the most personal mix. The glass becomes the canvas of this experience that can be enjoyed from February 26th to March 1st at the Crystal Gallery of the Palacio de Cibeles in the heart of Madrid.

When creating a work, the result is always good when exploring and materializing the artist's decisions through the transformation of his experiences. **An attitude of freedom before the blank canvas** is the engine of the action that five artists will carry out during Art Madrid'20 in the **Royal Bliss space**. They will paint their own interpretation of the original painting "The Red Dog" by Gauguin, contributing their vision and individual style. **The final result will be the representation of the painting formed by the achievement of each of the parts made by the artists Alex de Marcos, Elena Gual, María Herreros, Sr García and Toni Ferrer.** A mix of styles that will lead to work.



Mix and transformation, style and freedom are characteristics that share and have joined Royal Bliss and Art Madrid. And, from the beginning, Royal Bliss is committed to **Freedom to mix, for the liberalisation of the mix to transform what you do and what you are in your most interesting version.** Personal cocktails with their own characteristics thanks to a curious attitude and without fear of change to show that the result is always better with Royal Bliss mixtures.

→ More information on the website [Royal Bliss](http://RoyalBliss.com)



PRESS ART MADRID'20

Elena Peña

elena@art-madrid.com

915 358 711 / 617 188 006



www.art-madrid.com

#ArtMadrid20