



THIS WILL BE ART MADRID'26: 21 YEARS OF CONTEMPORARY ART

- From March 4 to 8, Art Madrid'26 will be held at the Galería de Cristal of the Palacio de Cibeles, bringing together 35 national and international galleries and more than 200 artists as part of Madrid Art Week.
- Art Madrid'26 positions its Parallel Program as the experiential core of the fair, activating performances, curated tours, and site-specific projects that transform the visit into an exercise in participation, critical thinking, and the collective construction of meaning.
- The One Shot Collectors program consolidates a model of informed and responsible collecting, generating direct encounters between artists, galleries, and new buyers, and fostering a more conscious relationship with the acquisition of contemporary art.
- The second edition of the Patronage Program strengthens the fair's commitment to sustaining the artistic ecosystem, promoting stable connections between sponsors, creators, and cultural projects beyond a strictly commercial framework.

Madrid, March 2, 2026. From March 4 to 8, Madrid will host the 21st edition of Art Madrid, held at the Galería de Cristal of the Palacio de Cibeles as part of Madrid Art Week. The fair will bring together 35 national and international galleries and more than 200 artists, consolidating its presence within the Spanish art calendar.

Throughout its history, Art Madrid has developed a model based on the plurality of proposals and respect for the identity of each participating gallery. Without adhering to a single curatorial line, the fair creates a space where diverse languages, practices, and positions coexist, offering a representative overview of contemporary creation.

The Galleries Program maintains a balance between emerging artists and established creators, encouraging both discovery and continuity. Painting, sculpture, installation, photography, and hybrid practices shape a journey that reflects the formal and conceptual diversity present in this edition.

In addition to the exhibitions presented by participating galleries, Art Madrid'26 is complemented by a Parallel Program that expands the fair's scope toward reflection and cultural mediation. Under the title *Inhabiting the Ephemeral: A Reflection on the "Species" of Spaces*, this edition proposes a reading of the fairgrounds as a space for the collective construction of meaning, where architecture, artworks, and audiences form part of the same relational framework.

The conceptual approach draws on Georges Perec's focus on the infra-ordinary and Édouard Glissant's notion of relation, translated into the exhibition context as an invitation to reconsider what usually goes unnoticed. Corridors, walls, distances, and pathways thus acquire a narrative dimension, becoming integrated into an experience activated through interaction with visitors.

The concept of "imaginary distances" structures the edition, referring not only to the physical separation between artwork and viewer, but also to the subjective journeys, spans of attention, and personal connections each visitor establishes while moving through the fair. Contemplation is therefore understood as an active practice that helps shape the meaning of shared space.

OPEN BOOTH. A SPACE FOR EMERGING CREATION

As part of the Parallel Program, the third edition of Open Booth presents as its central activity the site-specific project *Disassembly. Protocol of Mutation* by Cuban artist Daniel Barrio (1988). The proposal transforms the space into a landscape constructed from urban remnants and industrial materials, where floors, walls, and volumes form an ecosystem in tension.

Through an “L”-shaped structure made of lime mortar on reclaimed supports, along with elements such as a 3D-printed Belvedere torso, foam blocks simulating concrete, and a wax piece embedded with sandpaper—traces of other bodies’ labor—the artist questions which memories we inherit, which we consume, and which we are capable of constructing. The installation invites the audience to abandon a purely contemplative stance and physically integrate into the experience, reaffirming Art Madrid’s vocation as a platform for experimentation and visibility for emerging practices.

NEBRIJA SPACE: Transitional Stays (*NotanIA SipedagogIE*)

Nebrija Space presents *Transitional Stays (NotanIA SipedagogIE)*, a curatorial project through which Nebrija University places what it calls “Aesthetic Intelligence” at the center of debate amid the growing dominance of algorithmic logic. At a moment when artificial intelligence is reshaping cultural production, the initiative reasserts those dimensions of art grounded in gesture, material presence, embodied experience, and the temporal unfolding of the creative process—qualities that remain resistant to automation.

Framed by the provocative neologism *NotanIA SipedagogIE* (“Not so AI, yes pedagogy”), the project advances a critical pedagogical model that does not reject technology outright but resists subordinating artistic education to efficiency and mass reproducibility. The methodology begins with the poetic appropriation of a single verse, which each student translates into a visual language through mood boards and text-free works, prioritizing form, color, texture, and material experimentation.

Inspired by Madrid’s regulated SER parking zones, the stand operates as a collective and ephemeral installation reflecting on the temporary occupation of space and the shared construction of meaning. The presentation brings together works by:

- Marialex Arcaya, whose paintings examine memory and identity through everyday objects;
- Laura Nogales, who explores femininity and its symbolic deconstruction in a textile installation;
- Inés López, investigating absence and the trace of time within domestic interiors;
- Verónica Bergua, constructing a video-based cartography of accumulation and emotional territory;
- Blanca Lanaspá, whose ceramic research foregrounds the unpredictability of matter;
- Pablo Padilla Sadurni, presenting architectural sculpture that approaches fullness through impossibility;
- Álvaro Fernández, who addresses silence and the fragility of memory through transferred and fragmented imagery.

Together, the installation positions aesthetic inquiry as a form of resistance—foregrounding material intelligence and embodied knowledge within an increasingly automated cultural landscape.

PERFORMANCE SERIES. "OPEN INFINITE: WHAT THE BODY REMEMBERS"

The third edition of Art Madrid's Performance Series, titled *Open Infinite: What the Body Remembers*, explores the relationship between body, memory, and representation within the context of the fair. Drawing on Erving Goffman's reflections on the social construction of identity, the program transforms the Galería de Cristal of the Palacio de Cibeles into a site of performative activation, where the body functions both as an archive of lived experience and as an instrument of presence.

The series runs from March 4 through March 7, with a daily performance at 7 PM.

The program opens on Wednesday, March 4, with *Alta Factura* by Colectivo La Burra Negra (Málaga, 2024), an action that interrogates hierarchies of value within the art system while foregrounding the labor and processes that sustain cultural production.

On Thursday, March 5, Rocío Valdivieso (b. 1994, Tucumán) presents *Oscurecer un papel*, a work constructed from thermally altered retail receipts, examining consumption, documentation, and material degradation.

Friday, March 6, features *Trayectoria* by Amanda Gatti (b. 1996, Porto Alegre), in which the artist drags found objects across the fairgrounds, transforming bodily movement into a sculptural and durational act.

The series concludes on Saturday, March 7, with *OFF LINE* by Jimena Tercero (b. 1998, Madrid), a performance addressing bodily vulnerability in the digital era and the increasing technological mediation of lived experience.

With this third edition, Art Madrid further integrates time-based practices into its official program, reinforcing its commitment to experimentation and to live artistic formats that expand beyond the traditional structures of the art fair model.

LECTURAS. CURATED WALKTHROUGHS BY ART MADRID'26

The program also includes the third edition of *Lecturas: Curated Walkthroughs*, a cultural mediation initiative designed to guide visitors through the fair using specific curatorial frameworks. For this edition, art historians Zuriñe Lafón and Marisol Salanova have developed two complementary itineraries addressing, respectively, the construction of visibility and the dominance of high-gloss aesthetics as interpretive lenses for contemporary artistic production.

Through a focused selection of participating artists and galleries, the tours encourage an active, contextualized mode of viewing, expanding the exhibition experience beyond individual booths and reinforcing the fair's broader critical and discursive ambitions.

ONE SHOT COLLECTORS: THE COLLECTING PROGRAM

One Shot Collectors, sponsored by One Shot Hotels, is the fair's dedicated collecting initiative aimed at broadening and demystifying the acquisition of contemporary art. Conceived as a specialized advisory and mediation service, the program supports both established collectors and first-time buyers, as well as corporations seeking to build or refine their collections. Participants receive personalized guidance throughout the fair, helping them navigate galleries, identify key works, and make informed decisions aligned with their interests and budgets.

Directed by art advisor Ana Suárez Gisbert, the initiative offers tailored tours adapted to different collecting profiles and price ranges, encouraging a strategic and well-informed engagement with the art market. Through this program, Art Madrid reinforces its commitment to cultivating new collectors while strengthening the broader artistic ecosystem.

PATRONAGE PROGRAM

Art Madrid marks the second edition of its Patronage Program, an initiative designed to strengthen support for contemporary artistic production and collecting through monetary awards and acquisitions that reinforce the fair's professional ecosystem.

At Art Madrid'26, the One Shot Hotels Emerging Artist Award will be presented to Joost Vandebrug (KANT Gallery), while the Cervezas Alhambra Emerging Artist Award will be granted to Iyán Castaño (Galería Arancha Osoro). Both prizes include financial support.

The program also features Acquisition Awards funded by Studiolo Collection, E2IN2 Collection, Devesa Law, and dn2 Collection, each of which will add works by participating artists to their respective collections.

Through this initiative, Art Madrid continues to develop a sustained support model grounded in collaboration among corporate partners, private collections, and individual patrons—creating tangible opportunities for artists while strengthening relationships between galleries, collectors, and institutions.

ABOUT ART MADRID

Art Madrid, the contemporary art fair, will celebrate 21 years of contemporary art from March 4 to 8, 2026, at the Galería de Cristal of the Palacio de Cibeles. Marking its 21st anniversary, the fair consolidates its position as a key reference within both the national and international art scene. Over two decades, it has stood out for its commitment to diversity and the quality of its artistic proposals, attracting more than 100,000 visitors across its last five editions.

The Galería de Cristal of the Palacio de Cibeles, with its prime location and excellent transport connections, offers a unique setting that enhances the experience of engaging with contemporary art. Transformed during the days of the fair, the space becomes a meeting point for galleries, collectors, artists, and art enthusiasts from around the world.

In this edition, Art Madrid continues to strengthen its mission of promoting the art market and collecting practices nationally and internationally, while fostering cultural dialogue and accessibility. The fair maintains its approachable spirit and commitment to innovation, presenting itself as an inclusive platform for audiences to explore the latest trends in contemporary art.

ART MADRID

March 4–8, 2026

Crystal Gallery of the Palacio de Cibeles

C/ Montalbán 1, next to Plaza de Cibeles

www.art-madrid.com

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