



Press Release
Madrid, 17th May, 2021

ART MADRID'21 IS COMMITTED TO SUPPORTING COLLECTING AND OFFERS A CURATED TOUR WITHIN THE NEW “ONE SHOT COLLECTORS” PROGRAMME

- › The project is sponsored by One Shot Hotels within its line of action towards promoting contemporary art
- › Pía Rubio, art consultant, directs the advisory program for collectors
- › The curator and art critic Natalia Alonso will lead a curated tour of 12 works accompanied by two collectors
- › There will be three installation art projects where the public will be part of the work
- › Press Accreditations must be requested exclusively through the Art Madrid website

Art Madrid presents the “**One Shot Collectors**” programme within its **16th edition**. This initiative, sponsored by **One Shot Hotels**, materialises its commitment towards supporting the collection of contemporary art and strengthening the professionalization of the market through the involvement of cultural agents, artists and the art-loving public. The programme includes a **personalized purchasing advice service**, by art consultant **Pía Rubio**, as well as a selection of pieces made by the critic and curator **Natalia Alonso** which illustrate the idea of “**The Art of Living**”.

“Are we absolutely aware of what the word **I-N-H-A-B-I-T** signifies? And, by extension, do we know how to fully and thoroughly **L-I-V-E**?” Twelve works have been selected with an aim to promote observation and conversation about these questions. Together with two collectors, Natalia Alonso will lead two guided tours on Wednesday 26 and Thursday 27 May from 11:30 a.m. to 12:30 p.m., with a special **press pass** on Thursday 27 May from 1:00 p.m. to 2:00 p.m. The tours will culminate with a dialogue between curator and collector as a means of introduction and with the hope of bringing the visiting public closer to a more extensive understanding of the ecosystem of the contemporary art market.

Natalia Alonso Arduengo, an Art History graduate from the University of Oviedo, works as an independent critic and curator of exhibitions. Her work focuses mainly on two aspects: **gender issues and how the contemporary individual is related to the environment**



through living, whether it be within the closest range, such as the home and the domestic sphere; or the broadest scope, comprising cities or landscape anthropization.

Some of Natalia's most relevant recently curated works include **"Norma Desmond's Syndrome"** by Cristina Toledo, **"La fuga de Persephone"** by Cristina Ferrández and **#PorQueNoMeVes**, a virtual exhibition with **MiaArtCollection & ARTEINFORMADO**. For years she has collaborated with **Mujeres Mirando Mujeres** and currently she is also part of the **Wom@rts** project (Creative Europe Programme of the European Union) in collaboration with the **Avilés Cultural Factory**. She ran **"The Jolly Corner"** which owes its title to a homonymous story by Henry James, and others such as **"Homo Faber"** named after the novel by Max Frisch. The influence of literature has an important role in a large subset of her projects.

Living implies concepts of intimacy and domesticity when we speak of the home. The house is a space that we occupy both physically and symbolically. These notions are broadened when we reflect on the city in which we live. "What is the city today, for us?" Italo Calvino wonders. "And what is the house for us today?" The architect Rem Koolhaas refers to today's cities as "generic cities", standardized, without identity. What about the houses and those who inhabit them? Are they also generic? Are we? Perhaps the art of living is in a crisis, but among the ruins it is possible to forge utopias.

The curated tour comprises works from different disciplines where photography stands out. The artists that are part of this selection are: **Add Fuel** (3 Puntos), **Mária Švarbová** (BAT Alberto Cornejo), **Guillermo Oyagüez** (María Aguilar), **Sandra Paula** (Arancha Osoro), **Fernando Suárez Reguera** (Luisa Pita), **Gorka García** (Aurora Vigil), **Jesús Chamizo** (Kreisler), **Hugo Alonso** (Alzqueta Gallery), **Anbel** (Mindiuiz Artestudija), **Malgosia Jankowska** (Víctor Lope), **Silvia Flechoso** (Unpublished) and **Francesca Poza** (Alba Cabrera).

Collecting advice

Within the framework of building bridges for understanding and promoting the public's rapprochement with contemporary art, the **"One Shot Collectors"** programme at Art Madrid'21 offers a **consulting space directed by Pía Rubio** for those who wish to start collecting. This is also a means of strengthening our commitment towards supporting new creators and emerging talent through patronage.

This service is free of charge and appointments can be requested via the Art Madrid website.



Renowned collectors and members of institutions that have, for a long time, been selecting and acquiring work at Art Madrid are important references for acquiring first-hand knowledge of current contemporary art and the creative avant-garde in our country.

This year more than ever, we believe in the need to attract agents from the art market to strengthen the professional fabric in the field of plastic arts and contribute to its visualization, thus reinforcing the value chain that enables artists to live off their work.

Installation art

Galleries and artists affirm that this past year has been a very productive time which has allowed them to establish a different, slower look towards creative investigation. With the desire to recover live art and involve the viewer in the experience of the fair we will have **three installation proposals** in which the work will be completed with the participation of the public.

Jaime Sicilia's "Amapolas" project will have its own space at Rodrigo Juarranz's stand. An installation that takes us to a field of poppies with 200 serialized pieces that will be progressively emptied throughout the fair as if they were "collected". The work pays tribute to female writers and heroines from universal literature, inviting us to reflect on the ephemerality of life and love.

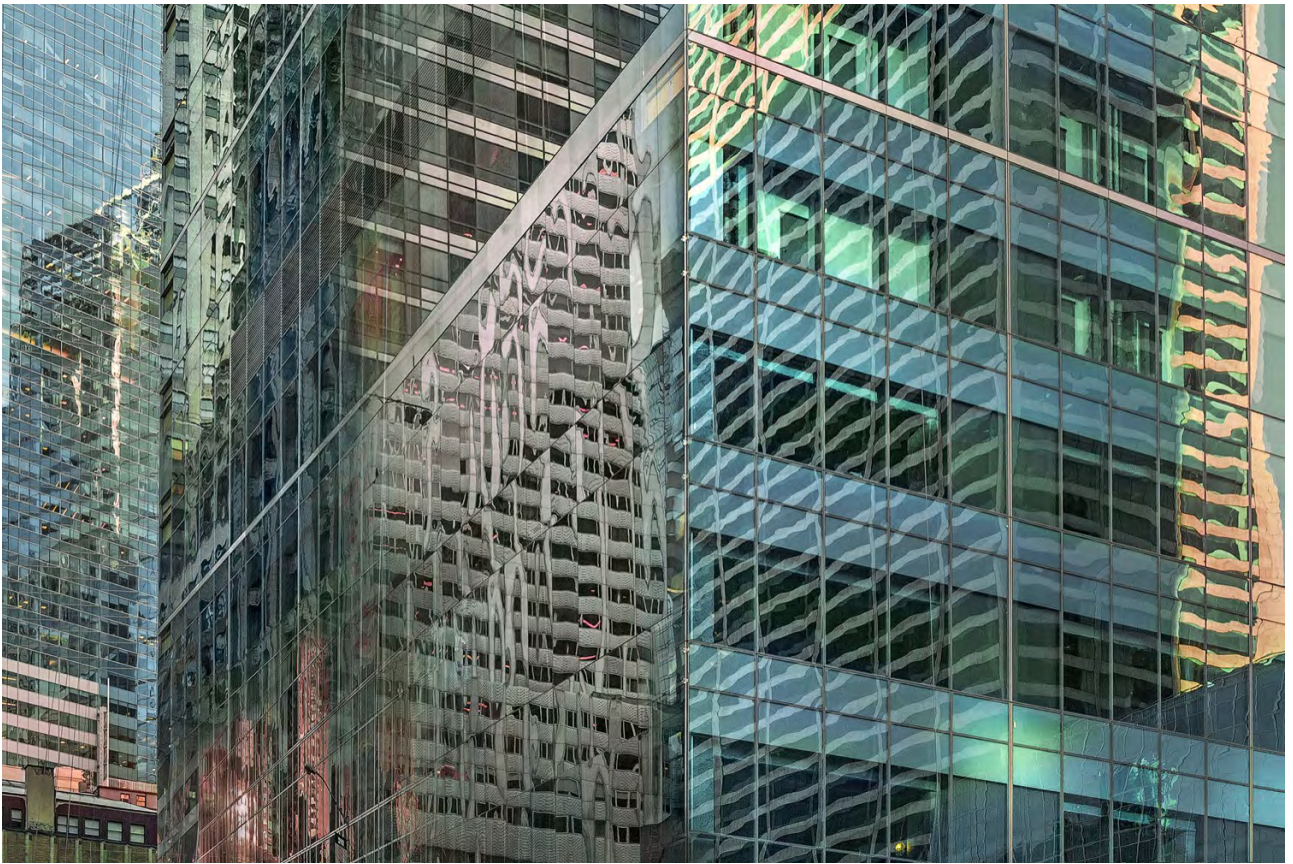
The sculptor **Kiko Miyares**, together with 3 Puntos Gallery, presents his latest creation "**Auto-run**", a large-scale sculpture that confronts us with the social, cultural, economic and personal shock that we have been facing in recent times.

The artist **Acacia Ojea** will activate a twenty-minute sound intervention at the Luisa Pita Gallery on the opening day. This work is inspired by the sensitivity, plastic and sculptural materials of the five artists that make up the gallery's exhibition project, claiming listening as a refuge in which to perceive, feel and rethink the relationships that emerge from the sound.

Art Madrid thus completes its most special edition with a diverse proposal to celebrate, more than ever, this reunion with contemporary art.

More information, as well as images, can be downloaded directly from the [Press Area](#).

Please remember that requests for press accreditation must be made exclusively online via the website. There will be no physical accreditations on the days of the event.



Galería Kreisler
Jesus Chamizo
Glass Memories 4
Fine art printing and pigmented inks
2018
Ed. 15 copies
52 x 80 cm



Alzqueta Gallery
Hugo Alonso
Other's painting
2021
Acrylic on paper
113 x 133 cm



Arancha Osoro
Sandra Paula Fernández
Paraíso
2021
Digital printing on dibond
200 x 120 cm



3Punts
Kiko Miyares
Autorun
Polychrome Wood
200 x 500 x 230 cm
2020

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