



ART MADRID'26 PRESENTS ONE SHOT COLLECTORS: A PROGRAM TO DEMOCRATIZE CONTEMPORARY ART COLLECTING

- Art Madrid presents the sixth edition of the One Shot Collectors program, an initiative designed to promote art collecting at both national and international levels, sponsored by One Shot Hotels.
- Led by Ana Suárez Gisbert, the program offers a personalized advisory service.
- This initiative, sponsored by the hotel group One Shot Hotels, is aimed at both experienced collectors and those looking to acquire their first work of art.

Madrid, February 10, 2026. – Art Madrid presents the sixth edition of the One Shot Collectors program, an initiative created to foster art collecting nationally and internationally, sponsored by One Shot Hotels. Guided by Ana Suárez Gisbert, the program offers a personalized advisory service aimed at both seasoned collectors and those seeking to purchase their first artwork. It is an opportunity to connect with the creative economy and explore disciplines such as photography, painting, and sculpture.

Art collecting is more than a hobby; it is a passion that goes beyond the simple act of owning a work. It involves an emotional, aesthetic, and personal journey that connects the collector with the history, experiences, and processes the artist goes through. A good acquisition begins with recognizing our own tastes and becoming informed before and during the purchase. Having the guidance of an expert ensures a confident decision, enhancing both the value of the collection and the buying experience.

One Shot Collectors: Connecting the Public and Art

In this context, Art Madrid'26 presents One Shot Collectors, a program sponsored by One Shot Hotels that returns to the fair with the mission of democratizing and promoting art collecting. Designed for both art professionals and new buyers and lovers of contemporary art, the program aims to build bridges between the public and the artworks, offering an accessible approach guided by experts.

The program is directed by Ana Suárez Gisbert, an art advisor with a distinguished career in the art market. Her experience ranges from artwork appraisal to personalized advisory services, helping attendees find pieces that match their tastes and budgets. In addition, she combines her technical expertise with a passion for sustainability, promoting responsible practices within the art market. At Art Madrid'26, her knowledge will be essential in guiding collectors and new buyers on their journey toward acquiring works of art.

An Opportunity for All Profiles

Whether you are an experienced collector, a first-time buyer looking for your first piece, or a company interested in reflecting its values through art, the One Shot Collectors collecting program offers a comprehensive experience accessible to different audiences. Participants will be able to explore a wide selection of disciplines, including photography, painting, and sculpture, all within an affordable price range.

In addition, the program encourages an inclusive and educational environment, providing participants with the necessary tools to better understand the art market and make informed decisions. This combination of personalized advisory services and access to a diverse artistic offering makes One Shot Collectors an ideal gateway into the exciting world of art collecting.

Fostering the Creative Economy

Beyond acquiring artworks, collecting is a way to support the creative economy. Each purchase reinforces the work of artists and galleries, promoting sustainability and the development of the sector. In this way, a cultural ecosystem is fostered in which creators, collectors, and art professionals feed into one another, driving artistic projects that generate social and economic value.

The One Shot Collectors collecting program, in addition to serving as a bridge between participants and contemporary art, also allows them to become active members of a community that values creativity and innovation, contributing to the sustainable growth of the art market.

The advisory service is part of the Art Madrid'26 "One Shot Collectors" Collecting Program and is completely free for those who register in advance. Those interested in receiving personalized advisory services can request more information by writing to vip@art-madrid.com or register through the following form: <https://artmadrid.app/asesoramiento>

ABOUT ONE SHOT HOTELS, SPONSOR OF ART MADRID

One Shot Hotels is a chain of 14 boutique hotels located in prime areas of Madrid, Barcelona, Valencia, Seville, San Sebastián, and Porto. In addition, during 2026 the group will open hotels in three new destinations: Ibiza, Lisbon, and Bilbao. Each hotel reflects the brand's commitment to design, creativity, and aesthetics, authentically integrating art and culture into every corner.

More than places to stay, their hotels are spaces with soul: each environment conveys artistic sensitivity and attention to detail, offering guests a memorable stay that combines comfort, style, and culture. Closeness, innovation, and a passion for the arts are at the core of their identity and of how One Shot Hotels connects people with the creativity of each city in which they operate. Through initiatives such as One Shot Collectors, the hotel group brings art and culture closer to guests and visitors, creating authentic connections between hotel spaces and the creative spirit of each city.

ABOUT ANA SUÁREZ GISBERT, ART ADVISOR OF THE PROGRAM

Ana Suárez Gisbert holds a law degree from the Complutense University of Madrid, specializing in international law and foreign trade in works of art. She is an appraiser and court-certified expert in artworks and antiques from Universidad Antonio de Nebrija. She is a partner at the art appraisal firm [Art Value Project](#).

She has carried out appraisal work for major collections and insurance companies. For years, she has represented highly relevant international publications in the fields of art and design, such as *Frieze*, *Frieze Masters*, and *Gagosian*, among others. Currently, she combines her work at the art appraisal firm with an art and sustainability project for private companies and municipalities.

ABOUT ART MADRID

Art Madrid, a contemporary art fair, will celebrate 21 years of contemporary art from March 4 to 8, 2026, at the Crystal Gallery of the Palacio de Cibeles. 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 over its last five editions.

The Crystal Gallery of the Palacio de Cibeles, with its privileged location and excellent transport connections, offers a unique setting that enriches the experience of enjoying contemporary art. During the fair days, this space is transformed into a meeting point for galleries, collectors, artists, and art lovers from around the world.

In this edition, Art Madrid continues to strengthen its mission to promote the art market and collecting at both national and international levels, while fostering cultural dialogue and accessibility. The fair maintains its approachable spirit and its commitment to innovation, presenting itself as an inclusive platform for all 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

[Click here](#) for more information about Art Madrid'26 and access to press materials. And don't forget to visit www.art-madrid.com.

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