



ART MADRID'24 LAUNCHES ITS PARALLEL PROGRAM

- The 19th edition of the contemporary art fair, Art Madrid, will be celebrated from the 6th until the 10th March 2024, at the Galería de Cristal of the Palacio de Cibeles.
- Art Madrid'24 has launched its Parallel Program, showcasing a diverse array of activities, including studio visits, curated walkthroughs, performances and a live art installation created exclusively for the 19th edition of the fair. The usual venue, the Galería de Cristal of the Palacio de Cibeles, will play host to these activities in both the days leading up to the fair and during the main event.

Madrid, January 17, 2024.- As part of Madrid Art Week, **Art Madrid'24** will celebrate its nineteenth edition from the **6th to the 10th March** at the **Galería de Cristal of the Palacio de Cibeles**. The fair aims to **enhance visitor experience** by showcasing an eclectic range of events and activities that put a spotlight on **the vitality and innovation found in the contemporary art world**. In this edition, alongside the General Gallery Program, there is a particular focus on **promoting emerging talent and fostering interaction among artists, galleries, and the public**.

The Parallel Program comprises a **diverse range of activities that will take place in the lead-up to the fair and throughout the main event itself**. Its central aim is to provide institutional support to a **new generation of artists** by giving them the opportunity to showcase their projects on the contemporary art market circuit. The program includes: **Arte y Palabra. Conversations with Carlos del Amor; OPEN BOOTH** featuring guest artist Marina Tellme; **Intercessions X Tara for Women; Lecturas. Curated Walkthroughs; La Quedada. Art Madrid'24 Studio Visits, and the Collecting Program: One Shot Collectors**.

Arte y Palabra. Conversations with Carlos del Amor

For the second year running, Art Madrid will showcase a series of **interviews with prominent figures in the art world**, and this year, 'Arte y Palabra' will be hosted by cultural journalist **Carlos del Amor**. This initiative provides a platform on which artists participating in Art Madrid'24 can express themselves through their own

voices and forms part of Art Madrid's strong commitment to bringing contemporary art closer to the general public.

OPEN BOOTH featuring guest artist Marina Tellme

Marina Tellme provides an **immersive experience**, eloquently opening the doors to her creative world, with subtle nods to the current state of the Spanish and international art scene. **'Reunión de gente importantísima'** (A Meeting of Very Important People) is a **unique installation** expressly designed by the artist for Art Madrid'24.

Intercessions. Performance Cycle X Tara For Women

Intercessions, a cutting-edge **performance cycle organized with the support of the Tara for Women Foundation**, spotlights the works of four artists: **Estel Boada, Teresa Búa, Sara Domínguez, and Mónica Egido**, each offering insightful reflections on our contemporary era. This project provides a keen perspective on the symbolic interplay between human beings and their surroundings.

Lecturas. Curated Walk-throughs

'Lecturas' is a meticulously designed cultural mediation initiative aimed at **bringing visitors even closer to the exhibits showcased by participating galleries**. Led by curators and cultural disseminators, Eugenia Tenenbaum and Óscar Manrique, **'Lecturas. Curated Walk-throughs by Art Madrid'** helps visitors navigate through the vast array of cultural exhibits on offer, providing them with a unique insight and a deep appreciation of the artwork on show.

La Quedada. Art Madrid'24 Studio Visits

'La Quedada' is an event that takes place in the month of February as a prelude to the fair. For this year's edition, audiences have the opportunity to visit the studios of **five artists who will be participating in Art Madrid'24** and experience the daily life of a visual artist firsthand. The studios of **Carlos Tárdez, Elena Gual, Lara Padilla, Richard García, and Marina Tellme** will open their doors for visits.

Collecting Program: One Shot Collectors

Aimed at professional collectors as well as amateur art enthusiasts with little to no experience in the world of contemporary art collecting, the Collecting Program is part of Art Madrid's commitment to **fostering public engagement with contemporary art and promoting the practice of collecting both nationally and internationally**. Led by Ana Suárez Gisbert, art advisor and appraiser, **Art Madrid provides a complementary consultancy service for the acquisition of artworks**.

About Art Madrid

Art Madrid, the contemporary art fair, will celebrate its 19th edition from March 6th to 10th, 2024, at the Galería de Cristal of the Palacio Cibeles. Renowned for its superb location, accessibility and the exceptional quality of its exhibits, the fair has enjoyed continuous success, **attracting over 100,000 visitors in its last five editions.**

The Galería de Cristal of the Palacio de Cibeles provides a unique environment that enhances the appreciation of contemporary art, turning each visit into an enriching experience.

Art Madrid's primary mission is to **promote the art market and boost art collecting at both the national and international levels. Enriching the cultural vibrancy of Madrid's Art Week,** the fair is distinguished by its inclusiveness and accessibility, opening its doors to all audiences interested in exploring the world of contemporary art.

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