

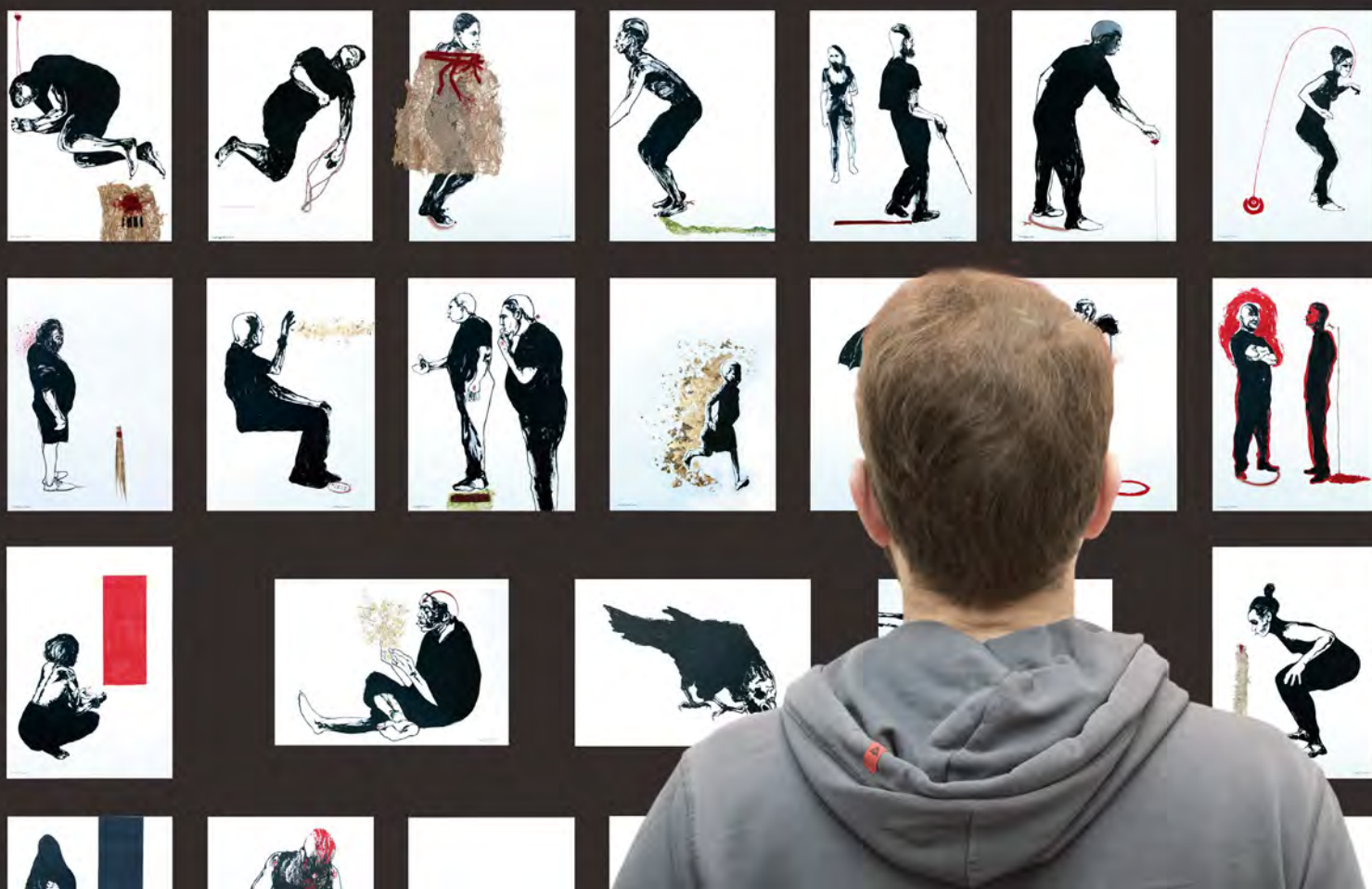
MEDIA  
PARTNERS

## ABOUT US

Art Space Madrid SL is the developer-promoter of Art Madrid Contemporary Art Fair. With over twelve years experience in the art market, our goal is to boost art collecting as well as the art market of today by means of specialized and dynamic events focused on professionals, art dealers, collectors, and with a clear approach towards the general public.

Since its creation in 2006, Art Madrid has presented galleries and artists from diverse aesthetic backgrounds, covering a wide range: from the very onset of modern art up to contemporary and emergent art in all its disciplines (painting, sculpture, graphic work, photography, videoart, installations...)

ArtMadrid's venue is a charismatic locale in the center of town, in the Galeria de Cristal (Crystal Arcade) of CentroCentro Cibeles situated in the midst of the Art Promenade of Madrid, a site well connected by the public transportation network of the Community of Madrid, surrounded by the best hotels in town. Due to its past trajectory and its incomparable setting, Art Madrid'18 forecasts a large visitor attendance, exceeding the 20,000 visits of the last four editions.



# ART MADRID'18

## 13<sup>th</sup> CONTEMPORARY ART FAIR

### February 21<sup>st</sup> to 25<sup>th</sup>

Art Madrid Contemporary Art Fair will celebrate its thirteenth edition in the **Galería de Cristal of CentroCentro Cibeles**, a unique scenario in Madrid's artistic center. **Art Madrid'18** will take place from **February 21st to 25th, 2018**, as part of a well established Madrid Contemporary Art Week.

The space with 2800 m2, is located very close to the Prado, the **Thyssen-Bornemisza and the Reina Sofia Museum's**. A magnificent glass dome closes the gallery making it a bright and airy space.

Art Madrid'18 presents a multidisciplinary fair in which about 50 national and international galleries can participate working with painting, sculpture, printmaking, photography and video art from the twentieth century onwards. Art Madrid confirms itself as a realistic, dynamic and profesional fair and therefore it proposes a parallel-activity program, while continues promoting synergies and collaborations with institutions and cultural agents.

Art Madrid'18 presents two programs:

**A General Program** intended for galleries specializing in contemporary art

**One Project solo-show** program catering for unpublished, multidisciplinary and specific projects.



#### TIMETABLE

Wednesday	21 February	11:00 am - 09:00 pm
Thursday	22 February	11:00 am - 09:00 pm
Friday	23 February	11:00 am - 09:00 pm
Saturday	24 February	11:00 am - 09:00 pm
Sunday	25 February	11:00 am - 09:00 pm

#### LOCATION

Galería de Cristal of CentroCentro Cibeles  
Montalban St. 1



## THE VENUE

**Art Madrid** takes place in a unique site: the Galería de Cristal (Crystal Arcade), CentroCentro Cibeles of Culture and Civic Interest, former Telecommunications Palace, a spectacular building of the early XX Century, a paradigm of modernity and progress of Madrid city-planning. The building has been decreed a Monument of Cultural Interest.

The Crystal Arcade, with 2,800 m<sup>2</sup>, is made of iron, stone and glass and is crowned by a magnificent dome which affords the site with daylight and an impressive height.



## ART MADRID'18 A NEW IMPULSE

Art Madrid, in this edition 2018 wants to **show its relevance in the fairs' circuit by getting the feel for the present of our contemporary art**. It makes it by betting at Okuda San Miguel as the guest artist of its 13th edition.

Deeply involved in urban art, Okuda San Miguel has developed a visual language well known all around the world thanks to his prolific work as mural-painter in the five continents. The artist from Cantabria has simultaneously produced work of studio exhibited day-to-day and he has received a great acceptance and demand, in cities like Paris, London, New York or Los Angeles.

**With this movement, Art Madrid takes one more step ahead in its mission of approaching contemporary art to the public.** And it takes it by placing in the frontline the creators that count on a global-acceptance of their proposals, artists that claim attention from professionals and amateurs but that also were able to awake interest in art among new audiences.

Art Madrid wants this **way to highlight and contribute to a change of paradigm that contemporary art is experiencing from some time ago** and which translates into an assimilation of aesthetic formulas and relational mechanisms of a hyper-connected reality.





## OKUDA SAN MIGUEL GUEST ARTIST IN ART MADRID'18

**The pop surrealism, the organic geometries and the colorist existentialism of Okuda will be protagonists at the 13th edition of Art Madrid, from February 21 to 25, in the Cristal Gallery of Centro Centro Cibeles.**

Evolution, metamorphosis, multiculturalism, color, color and color... These are the main ingredients of the potion we have developed at Art Madrid to fight superstitions about number 13, in this our 13th edition, and Okuda, as Guest Artist AM18, has the recipe for this psychomagic action.

To the list formed by great artists like Ouka Leele, Carmen Calvo or Riera i Aragó (authors who has participated in the editions of 2015-2016-2017), all of them pioneers of the shapes, seekers and experimenters of the image, it joins now **Okuda San Miguel, one of the young talents with greater international projection in the scene of the contemporary creation and one of the most recognized urban artists of the world.**

**Art Madrid, involved in the last years in approaching art to all public, in mixing disciplines and bringing attention to a new generation of artists and collectors, has collaborated with Ink and Movement to choose Okuda because of his personal and colourist iconograph universe** with which he talks of deep metaphysical issues, of the universe and the contradictions of this modern changing society, between the turbo-capitalism and the tradition, between the man and himself.

As in previous editions, Okuda will develop a dedicated artwork for the public of Art Madrid, but we will have many more actions that we will announce punctually



## KEY FIGURES FOR MADRID ART WEEK

Art Madrid'18 is the second largest contemporary Art Fair in Spain, a satellite of ARCO, and a key element of Madrid's Contemporary Art Week, an important event in the calendar of art lovers.

100.000 visitors each year: thousands of collectors, curators, independent critics and professional art dealers from all over the world enjoy an agenda which brings together the principal contemporary art fairs, many openings, hundreds of shows, events and activities of all kinds for the public.



**€ 5.000.000**  
SALES



**40%**  
NEW  
COLLECTORS



**30%**  
INTERNATIONAL  
GALLERIES



**35-54**  
YEARS OLD  
AVERAGE AGE



**20.000**  
VISITORS  
62% WOMEN  
38% MEN



**+ 200**  
PRESS  
NATIONAL  
INTERNATIONAL



**40K**  
SOCIAL MEDIA  
FOLLOWERS



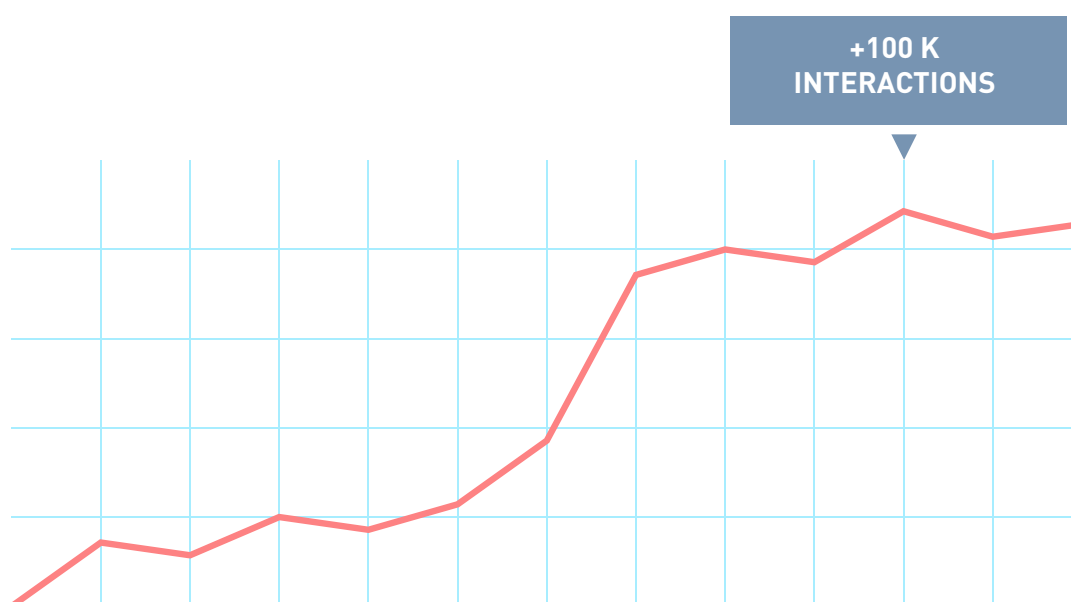
**100K**  
MULTICHANNEL  
INTERACTION



**3M**  
USERS  
REACHED

## ONLINE DIFFUION

For the diffusion and communication of **Art Madrid'18**, online media and Social Media are a fundamental pillar. In recent years, both the news of our own elaboration in our website, as well as the collaborations with online media, bloggers and specialized magazines in their digital version, have allowed us to extend our influence through the Network until we have become a source of information of great Interest for art professionals. Similarly, the strategy followed on platforms such as FB, Twitter or Instagram has allowed us to multiply our impacts and reach a much wider and heterogeneous public, as well as true "influencers" of art and design that already count among our Followers.



### Web, Blog, Newsletter

510.091 Pageview  
 25.000 Monthly impacts  
 85.507 Unique users  
 10.000 Newsletter subscribers  
 35% Average opening rate

### Blogs & online publications

2.7M Reach  
 5.7M Impressions  
 68K Likes  
 100K Interactions

### Social media



Twitter  
 20.5K Followers  
 2.7M Potential Reach  
 5.6M Impressions  
 1.4K Mentions



Facebook  
 17.2K Fans  
 3.6K Visits  
 131K Interactions  
 57K Reach



Instagram  
 7.5K Followers  
 8.4K Likes  
 8.8K Interactions



## WEB ART MADRID

[www.art-madrid.com](http://www.art-madrid.com)

- All information of the galleries, artists and their work at Art Madrid'18
- Direct access to all works available at the fair.
- Advance ticket sales with special prices.
- 360° Virtual Tour

Art Madrid website wants to provide a current, practical, useful space and, above all, an ideal environment in which to give the best service to our users and customers. We have reinforced the current contents with the renewed page news, with a cleaner and clearer design, giving more importance to the breaking news of the art world. A much more versatile working area, both in terms of information and navigation, with a clear commitment with image and multimedia matters. A notable renewal in relation to the user experience and a new programming to achieve a better performance of the web for the growing number of users accessing our website from different devices (Desktop, Tablet, Mobile).

### 360° Virtual Tour

Art Madrid offers a fantastic experience with our VIRTUAL TOUR 360. Thanks to Lightup 360 and Panotour technology, we can show the viewer with great detail, the best lights and the best colors, the complete Art Madrid experience. Using hundreds of photographs, taken from strategic points of the fair, we can portray a very complete overview of our space and we give the opportunity to access to each of the participating galleries, get close to the works, admire the height of the glass dome and even get close to the lounge area to see its size and layout.



## PRESS CLIPPING



## CATALOGUE



## SPOT





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