



Press release
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ART MADRID CLOSES WITH SUCCESS ITS 15th ANNIVERSARY

- › **Art Madrid'20 closes its fifteenth edition with great attendance and audience diversity, and a satisfactory sales result for the participating galleries.**
- › **The video art and action art program ART MADRID-PROYECTOR'20 has aroused high interest and participation from the public, turning the fair into a fully dynamic and interactive event.**
- › **Both the critics and the public applaud the artistic quality and diversity of the general program and, especially, the curated program One Project for its striking and daring proposals.**
- › **It highlights the special media coverage achieved in this edition, where media have echoed all the innovation incorporated to celebrate our 15th anniversary.**

Art Madrid closes its 15th edition reinforcing its position as a must-see fair in the Art Week of the capital, whose commitment to innovation and the expansion of disciplines has resulted in a huge reception by the public and the professional art sector. For five days, Art Madrid has transformed the Crystal Gallery of the Palacio de Cibeles into **a real dynamic and festive event** around contemporary art, attended by about 20,000 people.

In this edition, the fair has once again surpassed visitor numbers, expanding the diversity, plurality and interest in the art of the public. In general opinion of the attendees and the exhibitors, it is **one of the most attractive, accessible and welcoming fairs to visit**. The gallery owner **Luisa Catucci**, who participated in the Art Madrid for the first time, says that "it was surprising to see the fair full of people at all times being a fantastic first experience; in addition, there were many collectors and directors of foundations and institutions, so the public was excellent."

Other galleries that chose Art Madrid as the first option to enter the Spanish market share this same opinion, such as **Panoptikum** or **Urban Spree**, who underlines the high interest of visitors, the extraordinary opportunity to expand contacts and the satisfaction of concluding operations with new collectors. As **Adeline Judy**, director of the Parisian Galerie LJ who premiered at Art Madrid, comments "it is a very positive experience and the location of the fair is perfect. There was a lot of interest in the work of our artists, such as Mu Pan and Quentin Garel; and I have been able to meet new collectors, art lovers and visitors of more professional as well as varied profiles."



In addition to having grown in terms of the interest and specialisation of the visiting public, the galleries also underline the **potential growth of Art Madrid** year after year and its **emblematic situation** in the heart of the capital, besides the constant effort to offer **the best contemporary art of the moment**. Some senior exhibitors at the fair, such as the **Kreisler Gallery**, highlights the influx of public and the increase in sales with new national customers. Likewise, the consolidated gallery directed by **Aurora Vigil-Escalera** points out that Art Madrid is **“one of the most important contemporary art fairs and it is essential to take care of it and pamper it. I think that the space is unbeatable and that the quality of the galleries has been increasing every year.”** She also confirms **the importance of attending the fair with a risky proposal** of large-size works. “The pieces of Dionisio González, Juan Genovés and Herminio Álvarez, who sold all his sculptural works, had a great reception. One more year we close the fair with great satisfaction and joy”.

As the critic and curator **Carlos Delgado**, a member of the Art Madrid Committee, explains, the fair has established itself as “absolute expression of the most contemporary scene that seeks direct contact with present art and strengthens its commitment to **support young artists and emerging creators** maintaining the balance with more consolidated artists.” In the same way, Art Madrid also stands out as the optimal space to enter into collecting, something that confirms Nuria Blanco, director of the **Moret Art gallery** (A Coruña), who corroborates **an increase in young buyers around the age of 40 that start their collections** with small or medium-sized pieces. “We have had many couples who bought their first piece together. This makes it a more special sale for us”. Nuria also states: “We are very happy with the presence of institutional collectors, such as the Museum of La Palma that acquired a piece of Lino Lago, something that has a positive impact for both the gallery and the artist.”

Indeed, this edition has seen an increase in the support provided by public institutions, with **a greater presence of authorities and political representatives**. It should be highlighted the visits from the Ministry for Culture and Sports with, among others, Elisa de Cabo de la Vega, Deputy Director for the Protection of Historical Heritage (Fine Arts G. D.); as well as the Government of the Community of Madrid, among which we mention Antonio Sánchez Luengo, Deputy Director of Fine Arts of the General Management of Cultural Promotion. Likewise, the support provided by regional and local governments, with the assistance of Anxo Manuel Lorenzo Suárez, General Secretary of Culture of the Xunta de Galicia; o Pilar Costa i Serra, Ministry of the Presidency, Culture and Government of the Balearic Islands. All this gives an account of the interest shown by the public sector to support art and culture, with its active participation in large events such as Art Madrid.

It should be noticed the numerous visits of directors and curators of outstanding museums and cultural institutions such as the MNCARS, Thyssen-Bornemisza Museum, Würth La Rioja Museum, Galician Centre of Contemporary Art, Circle of Fine Arts of Madrid, Museum of Contemporary Art of Vigo, CaixaForum Madrid, CEART, Cab de Burgos, Atlantic Centre of Modern Art-CAAM, LABoral Centre for Art and Industrial Creation, TEA Tenerife Space of the Arts, CENDEAC, Es Baluard Museum of Modern and Contemporary Art, Royal Academy of Fine Arts of San Fernando, Museum of Romanticism, Barjola Museum, Museum of Navarra, MUSARCO, MediaLab Prado or Cultural Center of the Villa, to name a few.



We also had the visit of collections and private entities such as the INELCOM Collection, SOLO Collection, Thyssen Bornemisza Foundation, Repsol Foundation, Casa de Alba Foundation, Manuel Benedito Foundation, Enrique Ochoa Foundation, Support Art Foundation, BBVA Foundation or Cepsa Foundation.

In addition, this 15th anniversary has achieved **greater coverage of national and international communication**, with special attention from the audiovisual media that have highlighted the dynamism of the fair for its innovative program of video art, action art and performance carried out alongside the video art platform **PROYECTOR**, under the curatorship of its director **Mario Gutiérrez Cru**. The redefinition and expansion of the **One Project** program, curated by the art critic **Fernando Gómez de la Cuesta**, has also received great media attention and excellent criticism from professionals in the sector. With the title of "Salvajes. La cage aux fauves" the proposal of the five participating galleries generated a great impact among visitors, such as **Alona Harpaz's** painting and the sculpture of **Nicolás Laiz** in the **ATC** gallery, or the risky work of **Andrés Planas** in **MA Contemporary Art**.

Art Madrid counted in this edition with the sponsorship of **Royal Bliss** that offered to all visitors the opportunity to taste their new range of **Freedom to mix** products, in addition to participating every day with the intervention of an artist painting live his own version of the original artwork "The Red Dog" by Gauguin.

We have also enjoyed the support and dissemination that **Yelmo Cines Luxury** has made in its best luxury theatres, and the collaboration of **One Shot Hotels**, a young hotel chain in which art and photography define its brand and personality.

Art Madrid celebrates this way 15 years of experience, consolidating its **evolution and recognition** as a unique space for present international creation, supporting both emerging artists and the most consolidated professionals, becoming an essential event for collectors, experts and other cultural agents necessary to the revitalization of contemporary art.

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

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#ArtMadrid20



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