



ART MADRID'24 PRESENTS OPEN BOOTH X LIQUITEX — AN EXCLUSIVE SPACE FEATURING AN INSTALLATION BY MARINA TELLME

- Art Madrid'24 launches Open Booth X Liquitex as part of its Parallel Program. The space will feature a groundbreaking new installation, “Reunión de gente importantísima”, by Almeria-based artist Marina Tellme.
- As part of its Parallel Program, Art Madrid is strengthening its commitment to the artists of the future with an inauguration of an exclusive space dedicated to emerging artists.
- Liquitex is the world's leading brand in professional acrylics. It teams up with Art Madrid to sponsor the space and promote its 'Just Imagine' program, which aims to allow everyone to experience their own creative energy.

Madrid, February 22, 2024. The contemporary art fair Art Madrid'24 continues to unveil the latest additions to its **Parallel Program**, ahead of the **19th edition** that will take place from **March 6 to 10** at the **Galería de Cristal of the Palacio de Cibeles**, as part of the capital's **Art Week**.

Open Booth X Liquitex was created to develop initiatives that contribute to raising awareness of the problems facing society. One way that Open Booth X Liquitex does this is by helping to promote **emerging artists** that **do not have institutional backing or gallery representation** and support them on the Madrid art circuit.

Open Booth X Liquitex is a showcase at Art Madrid that fully embraces the values of this event and provides undiscovered artists the **opportunity to present and promote their talents** on a truly global stage.

A BRAND NEW INSTALLATION BY MARINA TELLME

The Almeria-based artist **Marina Tellme** is invited to mark the inauguration of the **Open Booth X Liquitex** with her installation "**Reunión de gente importantísima**" ("A gathering of

very important people") — an exclusive creation for Art Madrid. Her engaging portrayal of a group of "VIPs" in their habitual surroundings combines humor and comic book-style aesthetics with cutting wit and satire.

Surrounded by the typical red velvet rope, the characters on display indulge in hedonistic posturing, setting themselves apart from the rest of humanity because they belong to "**a select club of elites**". However, everyone has been invited to this gathering of very important people; **any viewer can venture into this exclusive space** and discover a series of bloated personalities and *art connoisseurs* who talk ad nauseam about supposedly crucial matters.

LIQUITEX INVITES US TO TELL OUR STORIES THROUGH ART

Liquitex, the world's leading brand in professional acrylics, will be sponsoring Art Madrid as part of its quest to empower artists and support contemporary art. This is why it is launching its new initiative '**Just Imagine**' during the 19th edition of the fair. Behind this initiative, lies a mission to **empower everyone to unleash their own creative energy** and tell their own stories through the medium of art.

Liquitex's commitment to supporting artists via various residency programs and awards stems from their underlying goal to get people to challenge themselves creatively. **Liquitex** recognizes the fundamental role played by **emergent talent** in the development of art and culture and their contributions through new perspectives and innovative approaches

Once more the company has renewed its commitment to contemporary art by sponsoring the new **Open Booth X Liquitex** (Stand D2), which will feature the artist **Marina Tellme**.

ABOUT LIQUITEX AND SUSTAINABILITY

The American brand **Liquitex** is delighted to have recently received the **B Corp Certification**. This does not only mean that it forms part of a global community of companies with a common goal, but it is also an achievement that unquestionably underlines the brand's long-term commitments. These include commitments to **artistic excellence, sustainability, social responsibility** through the support of different communities (artists, workers and local collectives), and **transparency** in its business model.

Liquitex continues to work tirelessly on new projects and the development of new products every day. True to its principles of **innovation and quality**, it seeks to be an engine of positive change in **society** and for the environment, leaving a positive footprint on the **world we live in**.

For more information about Liquitex and its commitment to sustainability, visit: <https://www.liquitex.com/row/sustain/>

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 continued 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. The fair has cemented its position as a leading event on the international art scene, and serves as a **meeting point for collectors, art lovers and professionals from the sector.**

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 with an interest in exploring the world of contemporary art.

Press Contact: The Culture Agency

Patricia Campos patricia@thecultureagency.com.es +34.604.82.76.47

Noemí García comunicacion@thecultureagency.com.es

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