



## ART MADRID MARKET BEGINS WITH THREE CURATED EXHIBITIONS

- **Special Monograph Okuda San Miguel**
- **“Icons of Urban Art”, the first exhibition curated by Art Madrid Market. Eight street artists that you should know.**
- **“Form and Colour” special selection of Art Madrid**

*Madrid, Wednesday, May 16th, 2018.* Art Madrid Market begins with three curated exhibitions: “Okuda San Miguel Special”, online monographic exhibition dedicated to the Cantabrian artist, “Urban Art Icons”, a journey through iconography in the work of eight representatives of street art, and “Form and Colour”, with works by nine artists participating in Art Madrid’18 that work with abstraction based on these two elements of articulation.

Art Madrid Market, the online platform of dissemination, promotion and sale of artworks begins its journey with three curated exhibitions. The program of May bets at three colourful proposals articulated around two main styles: street art and contemporary abstraction.

### **MONOGRAPHIC EXHIBITION OF OKUDA SAN MIGUEL**

There is a maxim that defines the character as an artist and a person of Okuda San Miguel (Santander, 1980), guest artist of Art Madrid’18: “I need to create to be happy”. This need, intimately linked to the experiences lived in his trips around the world, in which he has learned and absorbed ideas and knowledge of other cultures, is evident in his work where he shows his own language, whose primary goal is to provoke a reflection in the viewer. The first monographic exhibition organised by Art Madrid Market brings together around twenty works by Okuda San Miguel with different formats and means, selected to create a representative set of the work of this multifaceted and multidisciplinary creator, from serigraphs to embroidery, from photography to sculpture. In the particular iconography of Okuda San Miguel, we find, in addition to numerous symbols, figures without face, grey bodies, animals and giant heads. All these elements make up a personal ideology in which his colourful palette and his polyhedral compositions always present seek not only to create a resounding visual impact but also to convey a strong vitality in which there are no distinctions by reason of origin, source, gender or beliefs. A reflection of the evolution of our contemporary society materialised in the positivist and enthusiastic work of this creator from Santander.

## **URBAN ART ICONS**

“Urban Art Icons” presents an iconographic journey through the work of eight outstanding artists in this discipline: Blek le Rat, Perishable Rush, Mr Brainwash, The London Police, Faile, Shepard Fairey, Mark Jenkins and Okuda San Miguel. This online exhibition stands out the numerous connections present in their work when interpreting contemporary icons and incorporating transverse references, where techniques, aesthetics and messages are combined. Each of these artists, from their particular perspective, shapes a different discourse through a risky and committed artistic language, some taking easily recognisable elements of our society, such as Mr Brainwash or Perishable, and others, like Faile, managing to merge them with other disciplines. New icons also appear in the work of Shepard Fairey or Blek le Rat. The exhibition focuses on the construction of an urban aesthetic that has its own space, based on emulation, assimilation and fusion, as a reflection of the same convulsive life that we live today, chaotic and unstable.

## **SHAPE AND COLOUR**

This exhibition brings together the works of nine artists of abstraction who use a variety of artistic media and techniques to materialise, through form and colour, different ideas, sensations and concepts that are difficult to perform in figurative art. The selected artists, participants in the last edition of Art Madrid, have their particular ways of interpreting the connections between form and colour, some combining geometry and volumes, others enhancing the strength of light and others playing with space and atmosphere. Carlos Evangelista, Candela Muniozguren, Rafael Barrios, Ramón Urbán, Nanda Botella, Sylvie Lei, Willi Siber, Gerard Fernández Rico and Isabelita Valdecasas share those bonds of ethereal and incorporeal character that their works convey. It is an abstraction built on the strength that simple forms and the purity of colour can transmit. A coherent and versatile collection that explores the expressive potential of these two elements in the work of nine contemporary creators.

## **ART MADRID MARKET THE PLATFORM**

Art Madrid Market is the first online commerce platform presented by a contemporary art fair conceived to disseminate, promote and boost the sale of artworks while developing a cultural communication focused on artists and their creative work.

Art Madrid Market offers a comprehensive sales and communication service based on the quality of the works included in its catalogue, the projection of the selected artists and the creation of a strong and fluid connection with the user. For this, the platform is based on five fundamental pillars:

- 1) Connection with the public 365 days, 24/7.
- 2) 360º sale service and communication campaign to the participating galleries (before, during and after the fair).
- 3) A platform for launching artists without a gallery selected by curators and a committee of experts.
- 4) Generation of new contents disseminated to the public: selection of outstanding works, virtual exhibitions, curatorships and collaborations ...
- 5) Openness to the foreign market with bilingual and up-to-date contents.

It is a dynamic and updated environment, adapted to the user’s demand of these platforms, where the visual impact of the works is the protagonist. The quality of contents of Art Madrid Market is guaranteed with a careful work of selection and curating articulated around thematic collections, special monographs, presentations of new artists and curated exhibitions. It is a fresh and constantly changing proposal, which reflects the present-day contemporary art and which ensures a full-fledged communication that contributes to a greater knowledge of the artists and their production.



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