



Press Release

ART MADRID'22 RENEWS ITS COMMITMENT TO COLLECTING THANKS TO 'ONE SHOT COLLECTORS 'PROGRAMME

- › Art Madrid, together with its sponsor One Shot Hotels, is once again launching the 'One Shot Collector' initiative, consisting of an exclusive programme to encourage and initiate collectors, and a curated tour under the title 'Iconosphere'.
- › The collecting programme will feature the experience of Ana S. Gisbert, a law graduate and expert appraiser, with a consolidated track record in the art market.
- › The curated tour, 'Iconosphere' has been conceived by the critic and independent curator Natalia Alonso.

'One Shot Collectors' is undoubtedly one of the great novelties of Art Madrid since its last edition, which was very well received. It consists of a collecting programme within the fair, with the objective of building bridges for the public to access contemporary art.

The initiative is designed for both collectors and art lovers interested in starting a collection. Art Madrid offers a wide range of new contemporary creators, who approach different disciplines such as painting, photography, sculpture and installations.

An interest in collecting can arise from a desire for knowledge and exploration, whether aesthetic or entrepreneurial. Art Madrid promotes corporate collecting for those companies that want to commit to patronage and investment by reflecting the values of their brand in an art collection.

Ana S. Gisbert, a law graduate and expert appraiser, will guide those interested in acquiring the pieces. To take advantage of this free programme, you must register.

ICONOSPHERE

The critic and independent curator Natalia Alonso will be in charge, for the second consecutive year, of the curatorial tour of Art Madrid, which on this occasion is presented under the title 'Iconosphere'. It offers a different perspective with which visitors can tour the fair and delve into specific aspects of the selected works and artists.

Alonso starts from the axiom 'Every image is an artifice' by Román Gubern, which sticks in your mind like the finger from the recruitment poster designed by James Montgomery Flagg, which is also the cover of Gubern's book, *Iconic Mass Media*, from the late nineties. In his last chapter, devoted to electronic imaging, he outlined the future that was to come. Just over two decades later, the presence and influence of images in our society is winning the battle of oversupply and overinformation. From mass media to self media and the metaverse. The curated selection of works for Art Madrid seeks to reflect on the ways of looking at and reading images, on the interaction of the subject with them and on the relationships and influences between them. How do we assimilate and rework images today? How do we look at the multiform reality?

The tour is made up of twelve works from different disciplines. Some of the chosen artists include: Catarina Patrício (Galeria São Mamede), Mário Macilau (Galerie Alex Serra), Lantomo (Galería BAT alberto cornejo), Beatriz Díaz Ceballos (Rodrigo Juarraz), Chang Teng-Yuan (Yiri Arts) and David Delgado Ruiz (DDR Art Gallery).

You can download more information, as well as images, directly from the online Press Area:
<https://www.art-madrid.com/es/prensa>

PRESS CONTACT

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www.art-madrid.com
#ArtMadrid22

ART MADRID'22

Dates: February 23 - 27

Location: Galería de Cristal de CentroCentro Cibeles | calle Montalbán, 1. Madrid, Spain

Hours: 11 am - 9 pm.

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