



Press Release
Madrid, January 18, 2023

ONE SHOT COLLECTORS, ART MADRID'S FREE ADVICE PROGRAMME, IS BACK THIS EDITION

- › Art Madrid, sponsored by One Shot Hotels, launches: "One Shot Collectors", a Collectors Program integrated into the heart of the fair with the commitment to continue building bridges to bring the public closer to contemporary art.
- › In this edition of ART MADRID we will have a space for advice by Ana Suárez Gisbert, Art Advisor, Law Degree, and Expert Appraiser with extensive experience in the art market.
- › The advisory service is part of the "One Shot Collectors" program and is free for those who request it with prior registration. Request more information via email vip@art-madrid.com
- › ART MADRID celebrates its eighteenth edition from February 22 to 26 2023, at the Galería de Cristal del Palacio de Cibeles.

Madrid, January 18, 2023.- ART MADRID, sponsored by One Shot Hotels, launches: "One Shot Collectors", a Collectors Program integrated into the heart of the fair with the commitment to continue building bridges to bring the public closer to contemporary art. One Shot Hotels is a young chain of boutique hotels with meticulous design and an unbeatable location in the center of the leading Spanish cities.

The interest in collecting art can become a true passion based on various criteria, be they historical-artistic, aesthetic, emotional, social or economic. All of them result in an aesthetic and personal exercise. Owning art is experiential, from meeting the artist to understanding and sharing the discourse behind the work. Building a collection is also a way to invest in something tangible and secure that could offer significant payback in the future. But above all, it is an essential support for the creative economy.

An art collection is something that must evolve gradually, that must be built over time, always based on information according to our interests. The main thing is to enjoy the experience of seeing art, not to be intimidated, and to trust our taste. But how do we decide what to focus on and which direction to go? Where do we start? How do we relate one purchase to the next?

A good acquisition occurs by following one's tastes, learning to recognize what attracts and interests us, while informing ourselves before and during the purchase. Collecting can be an emotional journey, one of knowledge with a social or economic background, or simply an aesthetic and personal exercise. That is why the accompaniment of an advisor when acquiring art is always a clear point, just as it is to have the endorsement of a gallery that supports and legitimizes the work of art.

The professional advice of an expert is a "safe" and coherent way of deciding the collector, in addition to promoting and maximizing the quality and value of his collection, also seeks to enrich the shopping experience and its enjoyment.

For this, in this edition of ART MADRID, we will have a space for advice by Ana Suárez Gisbert, Art Advisor, Law Degree, and Expert Appraiser with extensive experience in the art market.

This advisory service is designed for experienced collectors, those looking for their first collector's item, and even corporate collectors looking to reflect their brand values in an art collection. Thus, the ART MADRID'23 collecting program considers the different profiles, needs, and preferences, by generating a personalized tour and orientation.

Whether due to lack of time or desire to receive professional guidance, our Art Advisor will be able to find and prepare a selection of works of art according to the requirements and budget of each buyer, as well as help negotiate the acquisition of a construction site.

Collecting can start from a desire for knowledge and exploration at an aesthetic, social, economic, or even business level. At ART MADRID, we encourage collecting for those people and companies that want to bet on patronage and investment. This initiative is aimed at both professionals in the sector and lovers of contemporary art who are thinking of starting collecting or continuing to build their collection. ART MADRID offers a wide range of possibilities when it comes to acquiring works from disciplines such as: photography, painting, sculpture or installation, within a wide range of prices.

ABOUT ONE SHOT HOTELS

The young and independent hotel chain One Shot Hotels returns for another edition to sponsor the ART MADRID contemporary art fair, also maintaining its commitment to artistic creation. Art, culture, beauty, and creation are part of the daily life of each of the hotels, but "not as added elements, but rather rooted in their identity and expressed in the distribution of their spaces, in the design of their environments and the choice of furniture".

One Shot Hotels, since its inception, has supported art in all its formats and disciplines. Proof of this are the numerous proposals, and cultural initiatives carried out by the hotel chain since its creation in 2013. For the second third in a row, One Shot supports the "One Shot Collectors" program, which in turn includes an advisory program for collectors by the hand of the art advisor Ana Suárez Gisbert.

ABOUT ANA SUÁREZ GISBERT

Ana has a law degree from the Complutense University of Madrid, specializing in international law and foreign trade in works of art. She is an appraiser and judicial expert on works of art and antiques from Antonio de Nebrija University. He has carried out appraisal work for important collections and insurance companies. At this moment, he is collaborating with an important scientific laboratory to study works of art and their pigments using infrared photography and X-ray techniques.

For years he has represented relevant international publications in the world of arts and design, such as Frieze, Frieze Masters, Gagolian, Fotograf, Cereal, The Flux Review, Odda, etc.

She currently commissions exhibitions for emerging artists in non-conventional spaces, advises clients on purchasing works of art and leads an Art and Sustainability project for private companies and municipalities.

ABOUT ART MADRID'23

ART MADRID'23 will celebrate its eighteenth edition from February 22 to 26, 2023, during Art Week, at the Galería de Cristal in the Palacio de Cibeles.

Year after year, the fair retains a more significant number of the public (more than 20,000 visitors in each of its last five editions) and new buyers. A fundamental mission for ART MADRID'23 is to continue generating a market and promoting national and international collecting in the Madrid context of Art Week. The fair characterizes by being a close and open proposal to all audiences who want to know the reality of the world of contemporary art.

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ART MADRID'23

22 - 26 February 2023

Galería de Cristal del Palacio de Cibeles

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