



Press release
Madrid, January 29, 2020

ART MADRID ANNOUNCES ITS PROGRAM OF ACTIVITIES AND ART ACTIONS TO CELEBRATE ITS 15TH EDITION

ART MADRID-PROYECTOR'20: video art, new media and action art

- › The fair Art Madrid and the Video Art Platform PROYECTOR present an extensive program of activities and actions dedicated to video art, new media and action art.
- › Curated by Mario Gutiérrez Cru, the program counts on the participation of great artists such as Iván Puñal, Lois Patiño, Maia Navas, Eduardo Balanza and Olga Diego among others.
- › In this edition, the fair will have a booth dedicated to presentations and live actions with renowned artists from the field of performance and video creation.
- › The program is open to the general public and will begin on February 12th until March 1st. The activities will take place in Medialab Prado, Sala Alcalá 31, and in the fair space from February 26th on.

On the occasion of our 15th anniversary, Art Madrid wanted to organise an intense **program of activities** that begins **before the fair and extends during the five days** of the event. We want to turn the month of February into a real celebration of the latest and more dynamic contemporary art. In collaboration with the Video Art Platform **PROYECTOR** and under the curatorship of its director, **Mario Gutiérrez Cru**, Art Madrid offers a program focused on video-creation, action art and performance.

ART MADRID-PROYECTOR'20 program starts its activity on **February 12th** with the opening of **"Sherezade"**, a site-specific work created by **Patxi Araújo** for the facade of Medialab Prado. This interactive work proposes a game with the public through the generation of sentences and phrases according to the position of the spectator in the front square of the facade. During that week, Medialab Prado will also host three masterclasses in the afternoon with **Patxi Araújo, Olga Diego and Lois Patiño**. These artists will delve into their work and talk about the creation and artistic research that runs around new forms of communication.

The **Sala Alcalá 31** collaborates again with Art Madrid in this program to hold on **Thursday 20th** a round table of professionals including **Rafael Doctor**, an independent curator and cultural manager, **Karin Ohlenschläger**, a critic, curator and director of activities of LABoral Center for Art and Industrial Creation, and **Berta Sichel**, a cultural agent and curator who now runs Bureauphi Art Agency, in a debate conducted by **Miguel Álvarez-Fernández**. They all will discuss the evolution of the fixed image in contemporary culture until reaching the *new media*.



Finally, in this cycle of previous activities, Art Madrid organises on Saturday, 22th of February, a **visit to the studio** of the artist **Eduardo Balanza**, in which we will have the opportunity to know his creative space to finally enjoy a performance in the first line.

PROGRAM DURING THE FAIR

In its most festive edition, Art Madrid presents this year its most innovative commitment by dedicating a **booth at the fair to live presentations and actions**. Every afternoon at 5:00 p.m. we will attend the presentation and meet an outstanding artist from the field of video creation: **Abelardo Gil-Fournier, Fernando Baena, Mario Santamaría and Maia Navas** will be starring in this space.

Later, at 8:00 p.m., Art Madrid will give way to **action art**, a term coined by the performer Allan Kaprow, to offering to the public a unique and unforgettable experience: attending live audiovisual performances by artists with great international recognition. **Iván Puñal, Olga de Diego, Eunice Artur with Bruno Gonçalves, and Arturo Moya with Ruth Abellán** will cause an intimate and personal connection that will leave a mark on the spectator.

In addition, during the five days of the fair, we can also enjoy a **series of screenings** curated by Mario Gutiérrez Cru that will bring us the **best selection of pieces of the most outstanding international video art festivals** on the world scene, with proposals arrived from Portugal, Mexico, Morocco, Colombia, Peru, Argentina, France, Greece or the Netherlands.

Art Madrid is committed in this edition to connect the public with the creators, opening a direct dialogue and generating emotions without intermediaries. Thus, the fair becomes a space for the **public's approach and immersion** in less visible artistic disciplines that, however, house some of the most groundbreaking and contemporary languages to contribute to their knowledge.

→ You can find all the information in the [Activities section](#)

→ Media information and images can be downloaded directly from [press](#)

PRESS ART MADRID'20

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ART MADRID PROYECTOR'20

VIDEO ART / NEW MEDIA / ACTION ART

Program of activities
February 12th until March 1st 2020

- / TALKS
- / ROUND TABLES
- / EVENTS
- / PRESENTATIONS
- / PERFORMANCES

ART MADRID'20
15th Contemporary Art Fair

26 Feb. - 1 Mar. 2020
11:00 to 21:00 h.
Galería de Cristal del Palacio de Cibeles
C/ Montalbán, 1 · Madrid

www.art-madrid.com

Video frame "Strata of the image", Lois Patiño



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