



Press Release

## **ART MADRID AND PROYECTOR JOIN FORCES ONCE AGAIN TO OFFER A FULL PROGRAMMING AROUND VIDEO ART**

› In this new edition of Art Madrid'22, video art platform PROYECTOR, once again under the curatorship of Mario Gutiérrez Cru, proposes a programme that revolves around the concept of a loop.

› The ARTMADRID-PROYECTOR stand will host a performance by new media art pioneer Gary Hill on 23 February at 8pm, and on 25 February at 8pm will host another performance by Spanish sound art pioneer Llorenç Barber

› Prior to the fair, on Saturday 19, in the El Águila Auditorium, the professional roundtable 'Pioneers' will take place, organised by PROYECTOR, on the concept of a loop in video art, new media, festivals and collecting.

'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.

Art Madrid once again renews its commitment to the most avant-garde art through its alliance with PROYECTOR, a platform for the dissemination of moving images, highlighting its most experimental, contemporary and committed nature. On this occasion, the programme presented revolves around the concept of a loop. On the first day of the fair, at 8 pm, the ARTMADRID-PROYECTOR stand will host a performance by Gary Hill, pioneer of new media art; while on Friday 25, at the same time, pioneer of Spanish sound art, Llorenç Barber, will perform.

## **'PIONEERS' PROFESSIONAL EVENT**

On Saturday, 19 February, in the El Águila Auditorium (Ramírez de Prado, 3), at 12 noon, the professional roundtable 'Pioneers' organised by PROYECTOR will address the concept of loops in video art, new media, festivals and collecting.

The event will feature: Gary Hill, pioneer of new media art; Tom Van Vliet, collector and director since 1982 of WWVF, one of the first video art festivals worldwide; Sandra Lischi, director of Ondavideo and INVVIDEO, pioneer video art festivals since 1985; as well as a presentation from and the moderation of Tamara García, specialist in the concept of loops.

After the event, several of these experts will show a historical selection of video art. Tom Van Vliet and Sandra Lischi will each present a 40-minute curatorship of pieces from 1978 to 2003.

This will be followed by an online presentation by Irit Batsry, also a pioneer of video art and director of Loops.Lisboa, and one of the components of the international LOOPS.Expanded project, which is an international network dedicated to exhibiting and researching the concept and form of loops.

The day will close with a live performance, at 7.30 pm, by the artist Lina Jiménez Nampaque, in the El Águila Auditorium.

The event will be held in English, with no translation into Spanish, and will be available both in person and virtually via streaming. Once over, a video with subtitles will be posted on the fair's channel.

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](http://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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