



ART MADRID'24 SUCCESSFULLY CELEBRATES ITS 19TH EDITION AND RENEWS ITS COMMITMENT TO EMERGING TALENT

- “Reunión de gente importantísima”, an artwork created especially for Art Madrid by artist Marina Tellme as part of this year's Parallel Program, has been acquired by the Maria Cristina Masaveu Foundation.
- Nearly 20 thousand people visited the Galería de Cristal of the Palacio de Cibeles to attend the 19th edition of Art Madrid.
- The fair strengthened the support of its sponsors and partners this year in an effort to promote collecting.

Madrid, March 12, 2024. Art Madrid wrapped up its 2024 edition with close to 20 thousand visitors and a positive sales balance, cementing its presence in Madrid's Art Week. The Galería de Cristal of the Palacio Cibeles played host to this date with contemporary art from March 6 to 10.

Over these five days, Art Madrid'24 received a total of **19,893** visitors, including collectors, art professionals, the general public and first-time buyers. All of them had a keen interest in the artwork represented by the **36 national and international galleries**, as well as the broad program of parallel activities. For **Alberto Cornejo, Art Madrid's director**, “this edition of Art Madrid has shown the greatest commitment to emerging art. Art Madrid continues to be an outstanding event for those looking to make their first acquisition, as well as being a gathering for regular collectors and professionals. We are very satisfied”.

The 19th edition's **General Program** was complemented by a **Parallel Program** made up of curated walkthroughs, performances and exclusive installations. All this provided a fascinating overview of the **very latest in contemporary art**, and thanks to the emerging talent on show, transformed the Galería de Cristal into a showcase for the **most groundbreaking artistic trends**. Art Madrid has strengthened its **commitment to the most cutting-edge art** by supporting new generations of artists and giving them the opportunity

to launch their projects in the contemporary art market.

THE MARÍA CRISTINA MASAVEU PETERSON FOUNDATION ADDS EMERGING ARTIST MARINA TELLME'S INSTALLATION TO ITS COLLECTION

One of the major success stories of this edition has been the **site-specific Reunión de gente importantísima, which opened OPEN BOOTH X LIQUITEX**. Having been **acquired by the Masaveu Foundation**, it was created especially for Art Madrid by up-and-coming artist **Marina Tellme** as part of the Art Madrid'24 Parallel Program. **Yudinela Ortega, artistic director of the fair**, remarks: "It's an intelligent work of art, critical of the context of contemporary art and accessible to all audiences. A sign of its success in this edition, it breathes Art Madrid's DNA: a fair that is close, accessible and democratic for everyone". She added "the fact that the installation, which has been backed by Art Madrid and sponsor Liquitex, has been acquired by such a prestigious foundation like the Masaveu Foundation, **completes the cycle of what backing those who are just starting out on the contemporary art circuit really means. We can already say that Marina Tellme has entered the art scene, and she has done it in a big way**".

As for **Marina Tellme**, she highlights the incredible opportunity Art Madrid'24 has provided and added, "**Never in my wildest dreams would I have imagined that one of my works would be acquired by a foundation like the Masaveu. I am happy and grateful to the organization of the fair for promoting it and for giving me the opportunity to be part of this edition's Parallel Program**".

A SUCCESSFUL EDITION IN ATTENDANCE AND SALES

The 19th edition of Art Madrid'24 has produced very pleasing **sales figures**, with a total of **325 works of art** having been acquired. Of these, 72 were purchased through the Art Madrid'24 Collecting Program led by Art Advisor Ana Suárez Gisbert. 10% of the artworks exceeded the value of 20,000 euros; 20% were pieces costing between 8,000 and 20,000 euros; 40% ranged from 3,000 to 8,000 euros; and 30% were pieces acquired for less than 3,000 euros. These figures underscore Art Madrid's position as an unmissable event for those who want to get started in the world of collecting. This year's fair has welcomed more international visitors, as well as those from other parts of Spain, thereby highlighting the great interest of foreign collectors who wish to broaden their collections with artworks by Spanish artists.

Once again this year, the art galleries that chose Art Madrid have noted the increase in visitor numbers and in interest from buyers. These positive figures are made up of many experienced collectors as well as novices keen to delve into the world of art. Sara Joudi, director of Shiras Gallery, pointed out "the public's interest in the proposals from day one,

as well as the high standard of the fair, which is advancing towards the specialization of emerging art". Bea Villamarín, director of the gallery of the same name, also highlights the positive reception and constant stream of visitors. The director of the Korean gallery Banditrazos, Ahn Jinog, underlines "the interest in Korean art generated by its first appearance at the fair, the success and approachability of the organizers, and the presence of buyers not only from Spain but also from other European countries".

This year, Art Madrid'24 was visited by **prominent personalities and institutional representatives** such as the Mayor of Madrid, José Luis Martínez-Almeida; the Delegate of the Government Area of Culture, Tourism and Sport, Marta María Rivera de la Cruz; the current Spokesperson of the Socialist Municipal Group in the Madrid City Council, Reyes Maroto; the deputy secretary of Culture and spokesperson of the Popular Party, Borja Semper; representatives of the general sub-directorate for the promotion of tourism of the Community of Madrid, the directorate of Plastic Arts of the Ministry of Culture, Tourism and Sport of the Community of Madrid; as well as representatives of other autonomous communities such as Aragon, the Valencian Community, the Cabildo of Gran Canaria and the Foral Community of Navarre, among others. Also present were representatives of the embassies of: Republic of Lithuania, Republic of Argentina, France, Ireland, Romania, Republic of Iraq, Bosnia Herzegovina, Mexico, Portugal and Brazil.

The event **also welcomed important foundations and institutions** such as the Goethe Foundation, Azcona Foundation, Carmen and Lluís Bassat Foundation, María Cristina Masaveu Peterson Foundation, BBVA Foundation, Ankaria Foundation, Thyssen-Bornemisza Art Contemporary Foundation, Banco Santander Foundation, SETBA Zona d'Art Foundation, Telefónica Foundation, Mapfre Foundation, Enrique Ochoa Foundation, ENAIRE Foundation, Caja de Burgos Foundation, Tara Women Entrepreneurs Foundation and Paradores Nacionales.

Art Madrid'24 was **attended by important institutions** such as: Centro Atlántico de Arte Moderno (CAAM), INELCOM Collection, Centro de Arte Contemporáneo de Burgos (CAB), Centro de Arte Contemporáneo José Guerrero, CCCB Centro de Cultura Contemporánea de Barcelona, Centro Museo Vasco de Arte Contemporáneo (ARTIUM), Instituto Valenciano de Arte Moderno (IVAM), Institut Français de España, Museo de Navarra, Museo Thyssen-Bornemisza, Museo de Arte Contemporáneo (MUSARCO), Museo Nacional Centro de Arte Reina Sofía (MNCARS), Museo de Arte Contemporáneo de Vigo (MARCO), Museo Extremeño e Iberoamericano de Arte Contemporáneo (MEIAC), Tenerife Espacio de las Artes (TEA), Casa de Colón. Cabildo de Gran Canaria, Casa de América, MAS Museo de Arte Contemporáneo de Santander, Casa Árabe de Madrid, Museo Lázaro Galdiano, Museo del Romanticismo, Centro de Arte de Alcobendas, Es Baluard Museo de Arte Moderno y Contemporáneo, Museo Barjola, among others.

BOOSTING COLLECTING AT ART MADRID'24

Throughout the 19th edition of Art Madrid, the **Fundación Carmen y Lluís Bassat** has provided continued support and collaboration. The **BASSAT FOUNDATION ACQUISITION PROGRAM** was launched as part of its important work to continue supporting contemporary art and its firm commitment to promote collecting.

In line with the quality and values of Art Madrid'24, the program aims to create a permanent platform for the expansion and enrichment of the foundation's collection, spotlighting and acquiring works of contemporary art that reflect the diversity of emerging voices and trends in the market. Consequently, the program has acquired artworks by Carlos Tárdez (Galería Bea Villamarín), Samuel Salcedo (3 Punts Galeria), Fernando Daza (Trema arte contemporânea).

THE ONE SHOT COLLECTORS EMERGING ARTIST AWARD sponsored by **ONE SHOT HOTELS** was presented to artist Luz Moreno Pinart (CLC ARTE Gallery). The award, which focuses on sustainable practices in contemporary art, has the backing and support of the official sponsor of Art Madrid'24, One Shot Hotels, which since its very beginning has demonstrated its commitment to art in all its formats and disciplines.

SPONSORS AND PARTNERS COMMITTED TO ART

The 19th edition of Art Madrid was made possible thanks to the support of its **official sponsors**: Liquitex, One Shot Hotels, Lexus, and Safe Creative; its **partners** Tara for Women, Fundació Bassat, AVAM, Rotary Club Marbella, and Bezoya; as well as the institutions Museo Nacional Centro de Arte Reina Sofía, Madrid City Council, Ministry of Culture and Sport of Spain, Community of Madrid, Ministry of Culture of Taiwan, and Economic and Cultural Office of Taipei, *and all media partners*.

We thank everyone for their trust and support in this 19th edition. Your support is essential to continue building towards culture and contemporary art. We promise to work with **renewed enthusiasm in the next event**, where **Art Madrid will celebrate its 20th edition**.

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