



art
MADRID'20

**15ª FERIA de Arte
Contemporáneo**

ART MADRID'20

15th CONTEMPORARY ART FAIR

26th FEBRUARY - 01st MARCH

Art Madrid Contemporary Art Fair will celebrate its fifteenth edition in the **Galería de Cristal of Palacio Cibeles** from **26th of February to 1st of March**, as part of the well-established Madrid Contemporary Art Week. The historical nature of the building offers a charismatic venue, illuminated and diaphanous within a location connected to the **Prado, the Thyssen-Bornemisza and the Reina Sofia Museums**.

Art Madrid takes place in a unique site: the Galería de Cristal (Crystal Arcade), CentroCentro Cibeles of Culture and Civic Interest, former Telecommunications Palace, a spectacular building of the early XX Century, a paradigm of modernity and progress of Madrid city-planning. The building has been decreed a Monument of Cultural Interest.

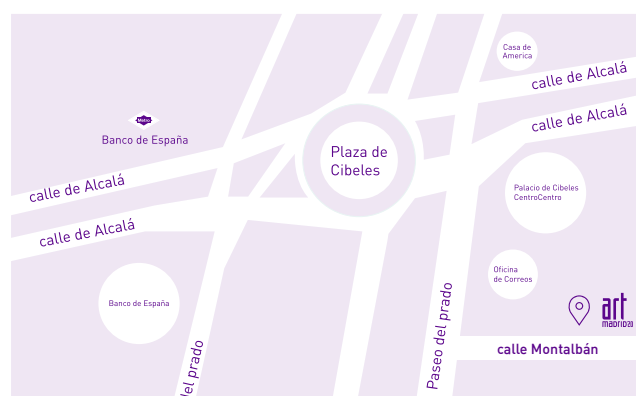
The Crystal Arcade, with 2,800 m², is made of iron, stone and glass and is crowned by a magnificent dome which affords the site with daylight and an impressive height.

Art Madrid is a multidisciplinary fair model in which nearly 50 national and international galleries participate that work with painting, sculpture, graphic art, photography and video art from the 20th century onwards. Art Madrid'20 presents a General Program intended for galleries specialising in contemporary art.

The Fair defines itself as a proposal close to the public and the reality of the art world, aware of the future challenges and the positive impact of these initiatives. With this in mind, Art Madrid develops a program of activities that take place in February designed for all types of public, with the determination to contribute to the dissemination, reflection and enhancement of contemporary art with abroad participation of institutions and cultural agents.

TIMETABLE

Wednesday	26 February	11:00 am - 09:00 pm.
Thursday	27 February	11:00 am - 09:00 pm.
Friday	28 February	11:00 am - 09:00 pm.
Saturday	29 February	11:00 am - 09:00 pm.
Sunday	01 March	11:00 am - 09:00 pm.





KEY FIGURES FOR MADRID ART WEEK

Art Madrid is the second largest contemporary Art Fair in Spain that takes place during the Contemporary Art Week in Madrid, an important event in the calendar of art lovers that every year gathers more than 100,000 visitors. Thousands of collectors, curators, independent critics and professional art dealers from all over the world enjoy an agenda which brings together the principal contemporary art fairs, many openings, hundreds of shows, events and activities of all kinds for the public.



**+5.000.000€
SALES**



**30% NEW
COLLECTORS**



**40% INTERNATIONAL
GALLERIES**



**35-54
YEARS OLD
AVERAGE AGE**



**20.000 VISITORS
60% WOMEN
40% MEN**



**200 PRESS
NATIONAL
INTERNATIONAL**

ADVERTISING AND COMMUNICATION

Art Madrid makes an important investment in the communication of its projects, with a 360° strategy that includes advertising inserts and continuous content in online and offline media, from the previous phases of the fair (call, programs, invited curators ...) to the activities of the fair itself and its protagonists (gallerists, leading artists, partners), including the subsequent balance and results of the event.

The fair develops, on the one hand, a global offline traditional communication campaign, based on the creation, sending and follow-up of press releases to a specialized database, which includes the main national news agencies, reference newspapers in the national press, arts and cultural magazines, as well as supplements and guides about design, lifestyle and leisure. The campaign includes the main online media dedicated to contemporary art, not forgetting bloggers, current channels of communication that enrich more traditional publications with their immediacy, freedom and freshness. Art Madrid also seeks the best media-partners to multiply and diversify their messages among new audiences.

COMMUNICATION CAMPAIGN OFFLINE

The communication campaign of **Art Madrid'20** is present in over 100 domestic and international specialized media. General-interest media with articles about the art week and its leading exponents. Important domestic TV and radio networks.

PRESS

National newspapers: El País, El mundo, La Razón, La Vanguardia.

Supplements: El Cultural, Babelia, ABC Cultural, Culturals de La Vanguardia.

Specialized magazines (leisure, culture): Guía de Galerías, Descubrir el Arte, Tendencias del mercado del arte, Art Gallery Guide, Bonart, Traveler Condé Nast...

OWN PUBLICATIONS

Edition of an exclusive catalogue of the fair, distributed among collectors, artists, galleries, contributors, cultural institutions and visitors.

RADIO

600 commercials: Onda cero, Cope, Ser, Onda Madrid.

COMMERCIAL DISPLAYS

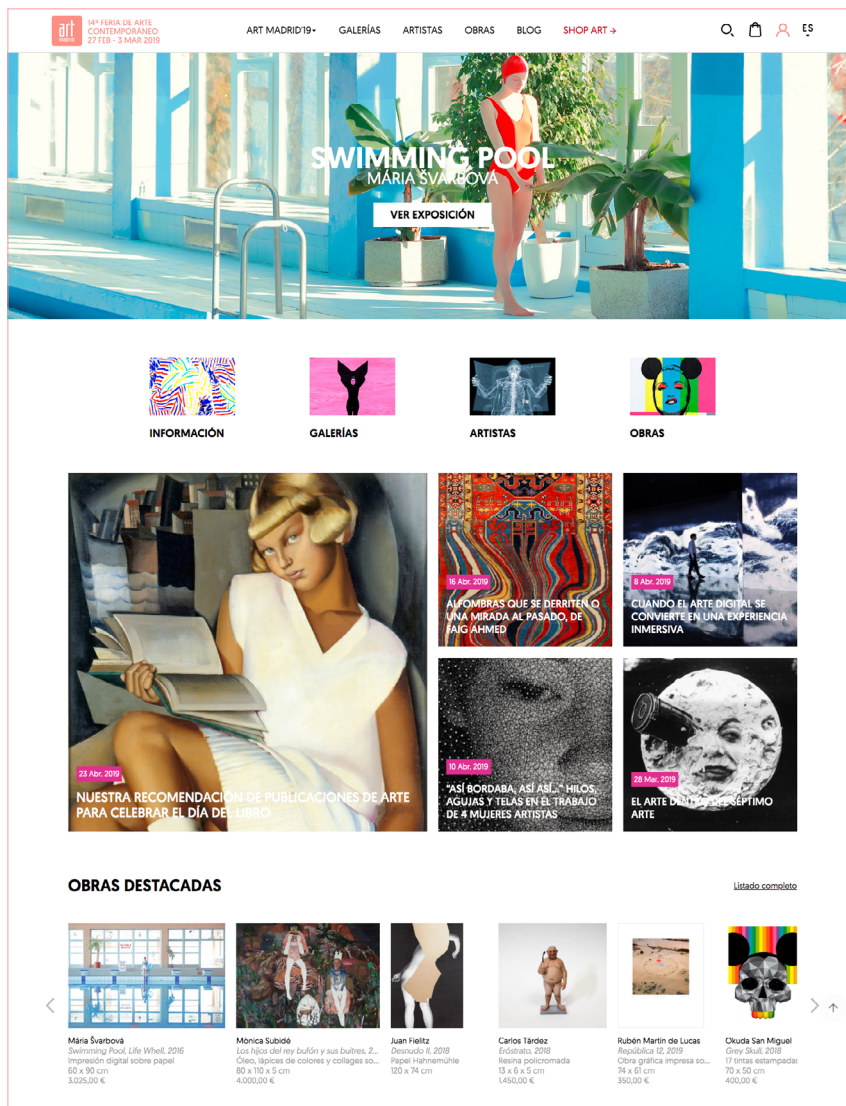
Outdoor Display, Mupis and Bus Canopies:

On main city's thoroughfares.



COMMUNICATION CAMPAIGN ONLINE

For the dissemination and communication of **Art Madrid'20**, online media and Social Media are a fundamental pillar. In recent years, both the news of our own elaboration in our website, as well as the collaborations with online media, bloggers and specialized magazines in their digital version, have allowed us to extend our influence through the Network until we have become a source of information of great interest for art professionals. Similarly, the strategy followed on platforms such as FB, Twitter or Instagram has allowed us to multiply our impacts and reach a much wider and heterogeneous public, as well as true "influencers" of art and design that already count among our 72K Followers.



+85K
WEB USERS



+12.5K
INTERACTIONS



INSTAGRAM
29.700 FOLLOWERS



TWITTER
22.200 FOLLOWERS



FACEBOOK
19.700 FOLLOWERS

ART MADRID WEB

www.art-madrid.com

ALL INFORMATION OF THE GALLERIES, ARTISTS AND THEIR WORK **AT ART MADRID'20**

DIRECT ACCESS TO ALL WORKS AVAILABLE AT THE FAIR.

ADVANCE TICKET SALES WITH SPECIAL PRICES.

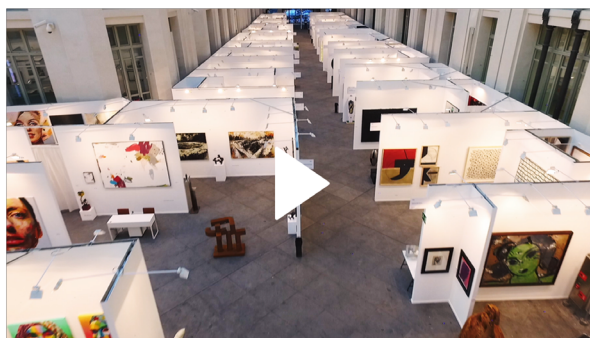
360° VIRTUAL TOUR

Art Madrid website wants to provide an up-to-date, practical, useful space and, above all, ideal environment in which to give the best service to our users and customers. We have reinforced the current contents with the renewed page news, with a cleaner and clearer design, giving more importance to the breaking news of the art world. A much more versatile working area, both in terms of information and navigation, with a clear commitment to image and multimedia matters. A notable renewal in relation to the user experience and new programming to achieve a better performance of the web for the growing number of users accessing our website from different devices (Desktop, Tablet, Mobile).

VIRTUAL TOUR 360°

Art Madrid offers a fantastic experience with our VIRTUAL TOUR 360. Thanks to Light Up 360 and Panotour technology, we can show the viewer with great detail, the best lights and the best colours, the complete Art Madrid experience. Using hundreds of photographs, taken from strategic points of the fair, we can portray a very complete overview of our space and we give the opportunity to access to each of the participating galleries, get close to the works, admire the height of the glass dome and even get into the lounge area to see its size and layout.





VIDEO



CATALOGUE ART MADRID'19



PRESS CLIPPING



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