



## **15ª FERIA de Arte Contemporáneo**

### **ONE PROJECT PROGRAM**

APPLICATION FORM AND  
PARTICIPATION GUIDELINES

# ART MADRID'20

## 15<sup>th</sup> CONTEMPORARY ART FAIR

26<sup>th</sup> FEBRUARY - 01<sup>st</sup> 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.

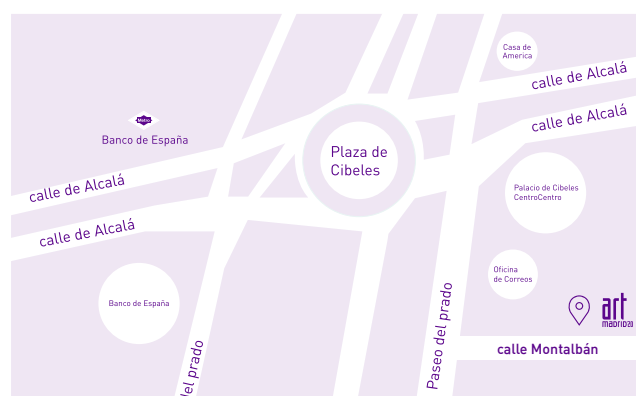
The Crystal Arcade, with 2,800 m<sup>2</sup>, is made of iron, stone and glass and is crowned by a magnificent dome which affords the site with daylight and an impressive height.

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.





# ONE PROJECT ART MADRID'20

## WHAT IS ONE PROJECT?

The One Project program complements the General Program of the Art Madrid fair, and it is characterised by putting together several artistic projects focusing on new, multidisciplinary and specific proposals for the space and context of the fair, under the coordination of an independent curator.

On the occasion of its 15th anniversary, Art Madrid wanted to redefine this program and take it a step further, transforming it into a space of dialogue (but also of conflict) between ten artists who will share space, two by two, face to face, under the subjugating and enigmatic title of "Savages". This section will mark a differentiated area of symbiosis, stimulus, contact and friction. This year's program will be coordinated by the independent curator Fernando Gómez de la Cuesta who will be responsible for selecting the participating galleries, under a narrative that responds to the subtitle "La cage aux fauves".

One Project'20 articulates around five booths of 15 square meters, where the participating galleries will submit a proposal for an exhibition project with two of their artists.

The One Project Program consolidated as one of the main attractions of the fair since it was first launched seven years ago. Throughout this time, it has been growing in quality and has become a great reference for collectors and art professionals, as well as for specialised critics, since it conveys a commitment to more personal and reflective art, which questions and delves into the very conception of the plastic image and its limits. From 2014 to 2018, Art Madrid worked with the independent critic and curator Carlos Delgado Mayordomo. In 2019, the curator Nerea Ubieta developed the program. For this edition, Art Madrid has selected the independent curator and art critic Fernando Gómez de la Cuesta.



## Fernando Gómez de la Cuesta Córdoba, 1976

He is an Art critic and independent curator. He has a Degree in Law from the UB and in History of Art from the UIB. Member of the ACCAIB and Territorial President of the IAC. He is critical of ABC Cultural and is part of the publication Ministerio de la Verdad of the Sublime. He has been a resident curator at the Casal Solleric in Palma with different exhibition cycles (2010-3), Director of the PalmaPhoto photography festival (2013-5), he has curated CRIdA (artists' residence of the Palma City Council from 2011 to 2012), the 1st Festival of Contemporary Art of Saltillo (Coahuila, Mexico, 2015) and the Contemporary Art Fair MARTE de Castellón (2018). Many reference centres in different countries have published his texts. It is also outstanding his work as a teacher, speaker or coordinator of several training programs, workshops, conferences and seminars, mainly linked to universities, museums and contemporary art centres.

He has curated exhibitions of artists such as Carlos Aires, Ana Laura Aláez, Irene de Andrés, Martin John Callanan, Verónica Ruth Frías, Cyro García, Jorge García, Jérôme Leuba, Martín y Sicilia, Rosell Meseguer, Guillermo Mora, Santiago Morilla, Ubay Murillo, PSJM, Avelino Sala, Amparo Sard, José Luís Serzo, Javier Vallhonrat or Simon Zabell. Among his last collective proposals, they outstand "El llano (sigue) en llamas" (Casa Purcell, Saltillo, Mexico, 2015 and MUCA Roma, Ciudad de Mexico, 2015), "Tabula Rasa" (Es Baluard Museu d'Art Modern i Contemporani de Palma, 2014; MUU, Helsinki, 2014 and Hilvaria Studios, Tilburg, Holanda, 2015), "Post-graffiti" (BetArt, Calvià, Mallorca, 2014), "Bastard Painting" (Art:i:curate, London, 2014), "High Society" (CCC. Pelaires, Palma, 2013) or "Sex, Lies and Photos" (Sala Pelaires, Palma, 2013).

He has also worked for other centres and renowned projects like the Fundació Pilar i Joan Miró a Mallorca, Museu d'Art Contemporani d'Eivissa, Centro Niemeyer of Avilés, Museo Barjola of Gijón, Fundación Botí of Córdoba, CEART Fuenlabrada, Las Cigarreras of Alicante, Espai Rambleta of Valencia, Fundación Martínez Guerricabeitia of Valencia, Galería Punto of Valencia, ForoArte of Cáceres, TEA Tenerife, Centro Cultural El Tanque of Santa Cruz, Instituto Cabrera Pinto of La Laguna, Centro de Arte La Regenta of Las Palmas, Centro de Arte Juan Ismael of Fuerteventura, Centro Cultural El Almacén of Lanzarote, Kunst Haus Wien of Vienna, Instituto Cervantes of Prague, Michael Horbach Stiftung of Cologne (Germany), Starke Stiftung of Berlin, 81Leonard Street of London, Universidad Autónoma of Coahuila (Mexico), Museo Civico del Marmo di Carrara (Italy), Allegra Ravizza Art Project of Milan (Italy), MU.zee de Ostende (Belgium), Dar el Kitab of Casablanca, among many others.





## 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

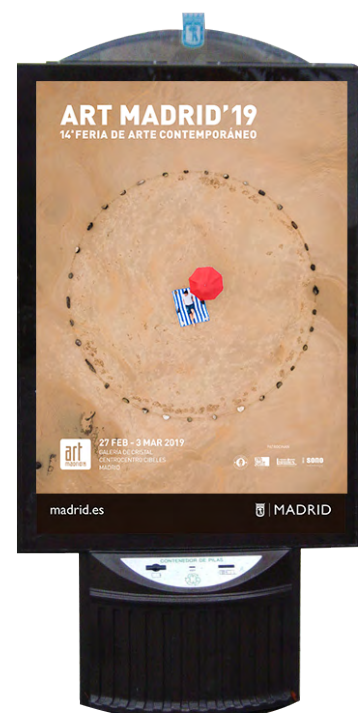
**Edition of an exclusive catalogue of the fair**, distributed among collectors, artists, galleries, contributors, cultural institutions and visitors.

### RADIO

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

### COMMERCIAL DISPLAYS

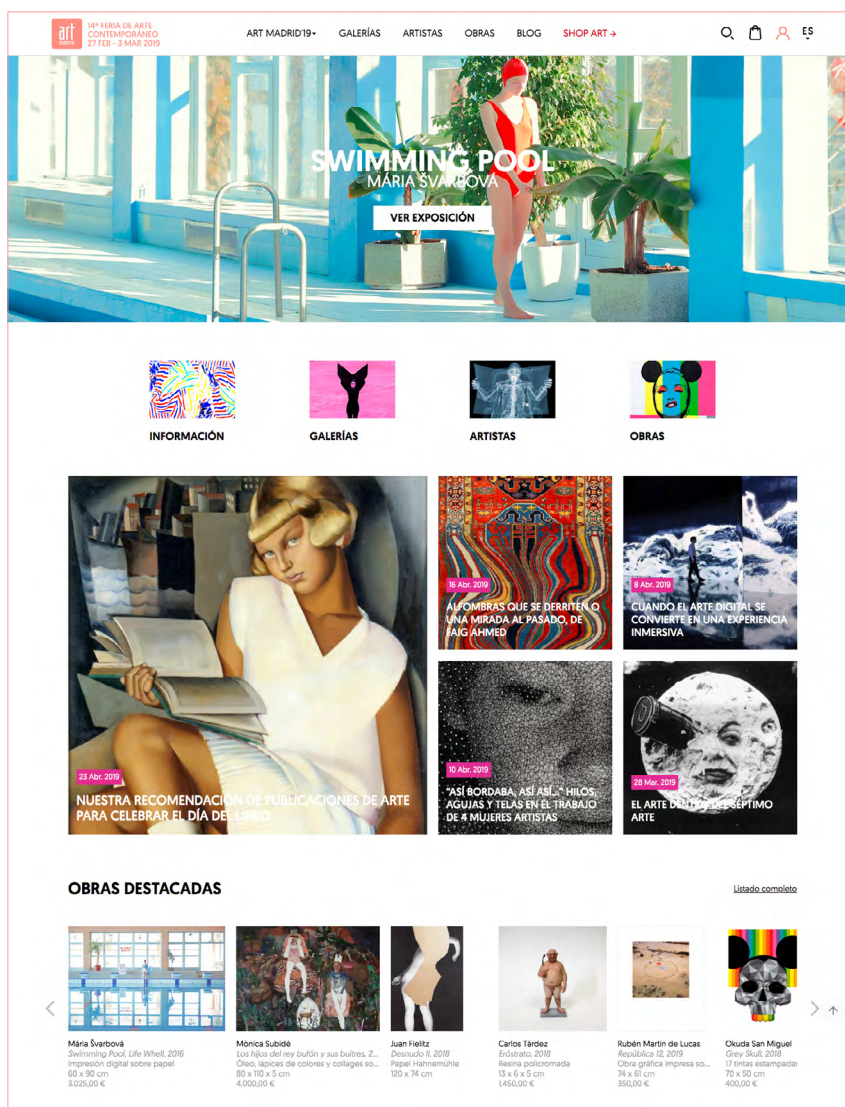
**Outdoor Display, Mupis and Bus Canopies:**  
On main city's thoroughfares.





# 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](http://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

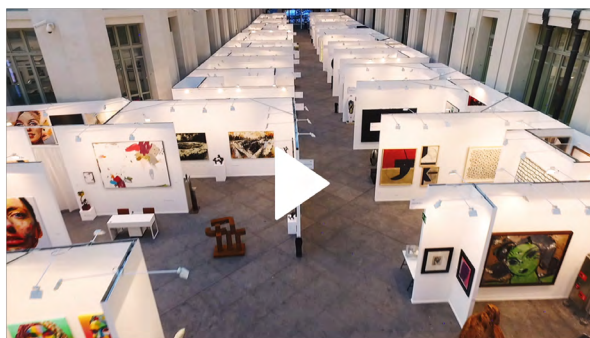
Art Madrid website wants to provide an up-to-date, practical, useful space and, above all, ideal environment in which to give the best service to our users and customers. We have reinforced the current contents with the renewed page news, with a cleaner and clearer design, giving more importance to the 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



## **15<sup>a</sup> Feria de Arte Contemporáneo**

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## CHECKLIST OF REQUIRED DOCUMENTS

### APPLICATION

- Application Agreement
- Payment receipt of the €500 application fee (€550 for Spanish galleries not resident in Ceuta, Melilla or the Canary Islands)
- Documentation of the last two seasons

### ART MADRID'20 PROJECT

- Description of the exhibition project for Art Madrid'20
- Form of proposed artists and their résumés

### IMAGES

- At least 6 photos of each artist's work in high-resolution JPG format (300dpi) 2mb minimum
- Photos must be named in the following format:  
Gallery-Name\_Artist-Name\_Title\_Technic\_Measures\_Year.jpg
- Images of the gallery booths at other fairs

**All documents must be emailed to [art-madrid@art-madrid.com](mailto:art-madrid@art-madrid.com)**

**The Management reserves the right to reject applications that are not complete or do not comply with these Participation Guidelines and in this case, the applicant gallery shall not have any further claim.**

**The applicant must sign every page of this contract**





## APPLICATION FORM

**Exhibitor data/ some of these data will appear in the catalogue, web and signage stand**

**Gallery name**

**Contact name**

**Address**

**Postcode**

**City**

**Country**

**Telephone / mobile**

**Fax**

**Contact email**

**Web**

**Bank account / Swift**

**Fiscal data / billing information**

**Company name**

**TAX id number**

**Office**

**Billing address**

**Postcode**

**City**

**Country**

**Gallery artists**

**Artists to be submitted**

**Latest fairs**

### **Tarifa ONE PROJECT**

**€4,500 Catalogue and promotional material are included**

By signing this application form you agree with the complete conditions of the participation process in the 15<sup>th</sup> edition of Art Madrid'20, including the selection decision of the Advisory Committee, without any appeal or claim possibility.

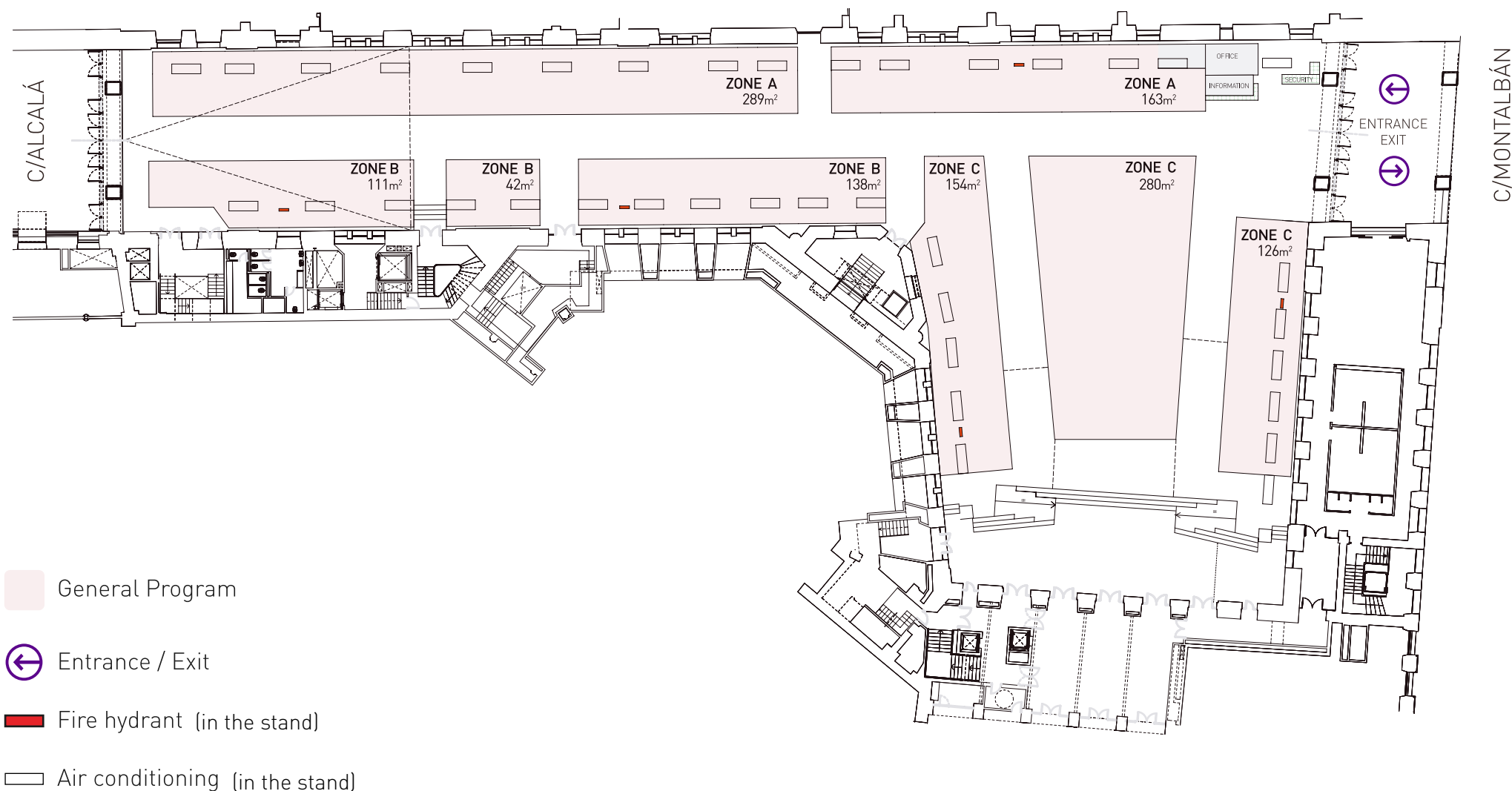
Responsible signature and stamp of the gallery contract

**The applicant must sign every page of this contract**

ONE PROJECT

# PLAN DRAWING

GALERÍA DE CRISTAL OF PALACIO DE CIBELES **ART MADRID'20**





# PARTICIPATION GUIDELINES

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14. APPLICABLE JURISDICTION AND LEGISLATION

Art Madrid'20 Contemporary Art Fair will take place from **26th of February to 1st of March, 2020** in the **Galería de Cristal of Palacio de Cibeles**. Art Space Madrid S.L., located in Rios Rosas, 54, 28003 Madrid, is the company that promotes Art Madrid Fair in its fifteenth edition.

## 1. PARTICIPATION RULES AND WORK SELECTION

Works of the XX and XXI centuries:

- **Oils, watercolours, pastels, drawings, etc.**
- **Original graphics work: indicating whether it is a limited edition or part of an artist's book, pagination and total run, signature on plate or sheet and the publisher publisher if known.**
- **Original, limited edition sculptures.**
- **Photography: Only original and documented photography will be accepted.**
- **Video art.**
- **Installation.**

All works must have authentication certificates at the request of the organization before and during the Fair.

The exhibitor must submit at least 80% of work that has not been exhibited in previous editions of Art Madrid. We highly recommend bringing some new artists to keep the fair fresh and interesting for our returning visitors.





## 2. GUIDELINES

Galleries must confirm programming of the last two seasons: exhibits, fairs and artists in stock. Each applicant must submit a unique exhibition project for Art Madrid'20, attaching résumés and at least 6 images with technical data. If the same artist were represented by two galleries, the exhibitor may propose a new one until one month before the start of the fair committee for assessment.

### Key Dates:

→ The application **deadline is July 31st, 2019.**

A waiting list will be drawn up with those galleries which could be accepted in case there are any withdrawals. Galleries which do not wish to remain in the waiting list must communicate it in writing to the Management.

**\*The Organization may request a design or sketch of the booth with the disposition of the works from the exhibitor. This design must be presented at least one month before the fair.**

**\* The exhibitor will be free to propose new artists until one month before the start of the fair for the evaluation of the committee.**

### CURATING-WORK

The curator will be in charge of assessing the submitted exhibiting proposals, and he will select those that fit within the discourse narrative elaborated for One Project.

### Rates

- Application fee: €500 (€550 for Spanish galleries not resident in Ceuta, Melilla or the Canary Islands), of which €150 + VAT will not be refundable in case the gallery is not selected to participate.

→ **One Project Program:**

Booth of 15 sq.m Price: € 4,500 Catalogue and promotional material are included.



### 3. PAYMENTS

#### Payment dates

- **First payment:** 25% to the total amount prior to 15th September 2019.
- **Second payment:** 75% of the total amount from 1st to 5th January 2020.

The delay in any of the payments gives the Management the right to cancel the participation of the applicant in the Fair and the exhibitor will lose the total amount paid up to that moment and waives any further claim for this reason.

#### Payments

Payments through Bank transfer or deposit to **Art Space Madrid SL**, Banco Sabadell account shall indicate the name of the gallery as a concept of transfer:

IBAN: ES26 0081 5249 1400 0110 5012 - BIC: BSABESBB

### 4. CANCELLATIONS AND CHANGES

In the event of resignation before **September 15th, 2019**, the registration amount will not be refunded. After that date, the withdrawal request will mean the loss of amounts paid to the Management, without additional direct or indirect damages that such termination could have caused the Management.

In the event that **Art Madrid'20** could not be held, for reasons beyond the control of Art Space Madrid S.L., participants will only have the right to a refund of the amounts paid up to that moment, and under no circumstances will they have the right to any compensation. The Management reserves the right to change the dates of the fair.

### 5. BREACH OF PARTICIPATION RULES

The following situations will be a cause to exclude an exhibitor from **Art Madrid'20**:

- Breach of participation rules.
- Presentation of faux works, works of illegal origin, as well as overly restored, damaged or altered pieces.
- Not to repeatedly respect opening hours to the public.
- Disregard warnings about the set-up and upkeep of the booth.
- Subletting part or the whole of the booth to third parties without the prior written consent of Art Space Madrid S.L.
- Carrying on unlawful or illegal commercial practices.
- Threatening the good name of the activity or Fair or Management.



- Any direct or indirect action that could cause image or reputational damage against the Fair and / or the Management.
- The booth project does not correspond to the original project application file in the application form.
- Failure to respect the design and basic neatness rules of the booth established in this document or in later agreements by both parties.
- Any unlawful act as well as failing to comply with any of the clauses expressed in the Participation Guidelines and further being cause of unappealable exclusion with the subsequent loss of monies turned over to Art Space Madrid S.L. up to that date without detriment of compensations that Art Space Madrid S.L. could have a right to.
- If the application does not fulfil sufficient quality criteria to participate in the Fair according to Art Space Madrid standards.
- Participants will not sublet the booth either totally or partially without the expressed and written consent of Art Space Madrid SL. No products, material or private persons different from those specified in the application form will be shown or advertised in the booth.

## **6. ASSEMBLING AND DISASSEMBLY RULES**

The Management will assign the available space and booth location according to your criteria and taking into account as far as possible the preferences indicated by the gallery in the application form.

For a speedier assembling and disassembling activities, the Management will coordinate entry and exit. Entry to the Fairgrounds will be in Montalbán St, N° 1.

The Fair's assembling company will send each participant a blueprint of its booth so that suitable modifications can be made, provided that these modifications do not conflict with the guidelines of the Management.

The Management reserves the right to change requirements for each booth, modifying requested dimensions or shapes when the concept, configuration or exhibited distribution so requires.

Wall faces will be white, unless the participant requests otherwise and upon approval by the Management. Booths decorated with graphic elements will not be allowed without prior notice. Signage will have lettering of 10 cms high at most – only in light to dark shades of gray.

Art Space Madrid S.L. reserves the right to remove from booths any decorative or embellishing elements for promotional, communication or advertising purposes that, to its judgment, is considered inappropriate and incompatible with the Fair's aesthetic standards.

Storage rooms will not be allowed within the booths of One Project. The building of the booth and due to the favourable characteristics of the granite flooring, will be made without moquette, that is, wall-to-wall carpeting. In case the participant wishes to include such, it must be reported to Art Space Madrid S.L. for approval. It is forbidden to affix carpeting to the floor with glues or nails. There will be no painting, writing, drilling or studding of the floor. The repair of any damage caused by a participant in installations, columns, walls, glass, floors, etc. will be at the exhibitor's expense.





The location of electrical outlets and access to fire hydrants, hoses, extinguishers, alarms, etc. in the premises –marked in the drawing- even if such gadgets are not within the participant's booth, will all be respected as well as service areas entries and emergency exits. Art Space Madrid S.L. will be able to change the identifying sign of each booth in its design and text without distorting in any case, the practical use of it. The decisions taken by the Management will be unappealable.

- One month before the show and for security reasons, the exhibitor must provide the Management with a personal list (Name, surname, ID and registration of vehicles) of all persons involved in the assembly, fair and disassembly.

## 7. INSPECTION OF EXHIBITED ART

Art Space Madrid S.L. and/or its appointed experts will be able to inspect booths during the set-up and also during the Fair to verify the following:

The authenticity, dates and quality of exhibited work.

- Arrangement of the booth in keeping with the conceptual criteria of **Art Madrid**.
- Whether the prior project does not coincide with the exhibited one.
- If there were objections about any of the exhibited, or to be exhibited, works, the participant will be compelled to immediately remove the work and to substitute it for a suitable one.

Whether inspections are carried out or not by Art Space Madrid S.L. will not imply any responsibility on the part of Art Space Madrid S.L.

Participants guarantee that all images and any information it delivers to Art Space Madrid S.L. in no way infringe the rights of authors or the copyright of third parties.

In addition, the exhibitor shall keep the Management free against any direct or indirect damage that may harm the Management as a result of the breach of these Participation Guidelines. It is remarked that the exhibitor will hold the Management free of claims in the eventual case that the works displayed or sold were not originals or when they infringe the author's rights, intellectual property rights, copyrights or third parties rights.

## 8. SERVICES

The City of Madrid and through its service CentroCentro, on its Hall Galería de Cristal, located in Plaza de Cibeles will be in charge of the security of the grounds during the time of assembly, performance and disassembly of the Fair.

The lighting of each booth will be supplied by the Management. In case of change, the exhibitor will reach an agreement with the Fair's assembling company for whatever changes may be needed.

Management will provide cleaning services for the Fair. In case the exhibitor has objections as to entry to its booth for cleaning purposes, it should check with Art Space Madrid S.L. At any case, the exhibitor will make sure the booth will stay neat and clean during business hours.

It is each gallery's responsibility to accomplish the customs formalities for the materials and artworks brought into the country from abroad. The organiser shall not be held liable for any difficulties that may arise with respect to such formalities.

## 9. CATALOGUE, PROMOTIONAL MATERIAL, WEB AND INVITATIONS

### CATALOGUE

Inclusion in the Official Printed Catalogue is subject to the payments specified in the application form under "Catalogue". In order to have a correct distribution and a good-quality publication, **the exhibitors must supply:**

- One high-resolution image (300ppp) minimum 2mb, (jpg, png, pdf, psd) with the technical data.
- Final list of other gallery artists.
- Basic contact information of exhibitor and a gallery text presentation.

Each exhibitor will have at its disposal a double page in the catalogue. The exhibitor may ask for another double one at a cost of €100 + VAT.

The online and pdf versions will be available at the same time, as well as the necessary tools for their promotion.

### WEBSITE

All information about the galleries, artists and artworks of **Art Madrid'20**, will be on the website: **www.art-madrid.com**. The exhibitor must supply graphic materials and documentation on the dates indicated:

- 6 images (minimum) for each artist proposed in high resolution (300 ppp) minimum 2mb (jpg or tif)
- Excel document with technical data and the price of the works.
- Basic contact information about the exhibitor and a gallery text presentation

Images must be renamed with the following format:  
**Gallery\_Artist\_Title\_Technic\_Measures\_Edition\_Year.jpg**

### Promotional material requirements:

- **Website materials:** before 31st October 2019
- **Printed catalogue materials:** before 10th December 2019

Exhibitors guarantee Art Space Madrid S.L. that the images, photographs (in any formats and supports) and any contents which could entail intellectual property rights and/or copyright development or similar activities provided to Art Space Madrid S.L for the spread, by any means or support, including but not limited to catalogue, internet, press, television, web pages and any other means that Art Space Madrid S.L might consider appropriate, as well as for its public information and distribution to the media, do not infringe the intellectual property rights of third parties, therefore having the authors' and management companies' permission or from those who own such intellectual property rights. In any case, and for the sake of clarity, it is understood that the management and treatment of such contents protected by the intellectual property rights of third parties that Art Madrid S.L handles is carried out in the name of and on behalf of exhibitors, and Art Space Madrid S.L does not assume in any case any type of liability of the infringement of any intellectual property rights which could derive by such handling.



## INVITATIONS

The Management will assign to the exhibitors a limited number of general and VIP invitations so that they can distribute them among their clients.

- One Project 15 sq.m: 30 general invitations + 3 VIP

The exhibitor should keep Art Space Madrid S.L free of liability against any judicial or extrajudicial claim derived from the infringement of the present commitment, assuming in such cases and in the broadest terms whatsoever compensations, costs, damages, claims and expenses that could be claimed against Art Space Madrid S.L (including any legal expenses such as attorneys and lawyers, even if it were not mandatory).

In case Art Space Madrid S.L were forced to pay compensation or fees or any type, to third parties, because of the use or the infringement of intellectual copyright and or author's rights of exploitation or similar ones on the contents delivered to Art Space Madrid S.L by exhibitors or on the works that such are going to exhibit during the Fair, Art Space Madrid S.L could display the present contract, without trespassing the rights to privacy of this agreement, so as to prove that Art Space Madrid S.L as bona fide third party and in any case does it have any responsibility of the infringement of the use of such intellectual property rights and exploitation.

## 10. INSURANCE

Participants will not be able to hold Art Space Madrid S.L. responsible for loss, damages or accidents of any kind to the material (artistic or not), personnel or objects found within the booth. Each gallery must underwrite an insurance policy which will cover any liabilities that might occur prior to or during the Fair to people, merchandise or objects in the booth, including theft, because the Management, and in keeping with Spanish law about Fair activities, has only underwritten a general public liability policy.

The exhibitor can underwrite such an insurance policy with the insurance company they prefer. The Management will not be liable for damages for any eventuality occurred in the booth of each exhibitor.

## 11. LIMITED LIABILITY

Any liability or damage that Art Space Madrid S.L. might cause the exhibitor during the validity of this contract will be limited to 10% of the amounts paid by the exhibitor to Art Space Madrid S.L. when such damage or harm occurs.

Art Space Madrid S.L shall in no way be responsible for any indirect or consequential damages (including but not limited to, reputational damage, be loss of profits and image damage) in which case could harm the galleries for breach of obligations provided for in this agreement.



## 12. DATA PROTECTION

Personal data provided by the exhibitors as a result of the contractual relationship between both parties, as well as any data that might be provided to Art Space Madrid in the future, will be included in a database owned by Art Space Madrid S.L. which keeps under its own responsibility. The purpose of such a database is to manage the relationship between the exhibitors of the Fair.

Exhibitors may exercise their rights of access, rectification, cancellation or opposition in respect to their personal data, by means of written communication addressed to Art Space Madrid S.L.

## 13. ASSIGNMENT AND SUBCONTRACTING

The exhibitor will neither yield nor transfer totally or partially the rights or obligations of this agreement. Art Space Madrid S.L. may transfer the rights and obligations of this agreement to any firm of the company group. Written notification will suffice.

## 14. APPLICABLE JURISDICTION AND LEGISLATION

By the mere fact of applying for participation in **Art Madrid'20** it is understood that the present Participation Guidelines are accepted in their entirety. This agreement is subject in all its terms to Spanish Law. The Participation Guidelines are to be found in both English and Spanish.

In case of discrepancy between both versions, the Spanish original will prevail. The parties, with an expressed waiver to any regional law, accept tacitly and expressly the Courts of the City of Madrid for whatever matters might derive about the interpretation, validity or compliance of the present contract or any agreement therein.



## HOW TO CONTACT US

### ONLINE

Check out our website:

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