

# ART MADRID

**21<sup>st</sup> CONTEMPORARY ART FAIR**

**4 - 8 MARCH 2026 — GALERÍA DE CRISTAL OF PALACIO DE CIBELES**



MARCH 4 - 8  
2026

# ART MADRID

**Art Madrid** Contemporary Art Fair has been taking place during the **Art Week** of the capital for twenty years. **Art Madrid** is a multidisciplinary fair of new artistic tendencies in which around **40 national and international galleries** participate, working with painting, sculpture, graphic art, photography, installation and digital art of recent production.

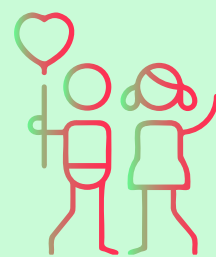


MARCH 4 - 8  
2026

# KEY FIGURES



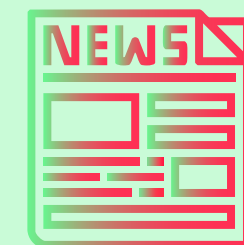
35% of the  
participating galleries  
are international



20.000 visitors per  
edition



Sales success  
from the 70% of  
participating galleries



+250 national and  
international media  
outlets





MARCH 4 - 8  
2026

# ART MADRID'26

The 21<sup>st</sup> edition of Art Madrid will take place from March 4 to 8, 2026, at the Galería de Cristal of Palacio de Cibeles.

This privileged location, excellent transportation connections, and the quality of the project have always guaranteed the success of an event that has attracted more than **20,000 visitors** in each edition.

ART MADRID







21<sup>st</sup> EDITION

**GALERÍA DE CRISTAL OF PALACIO DE CIBELES**

**ART MADRID**





MARCH 4 - 8  
2026

## MISSION

Art Madrid promotes access to contemporary art through a **dynamic, inclusive, and approachable fair** that fosters artistic talent, strengthens the gallery ecosystem, and encourages responsible collecting.

We aim to **bring art closer to the public, generate meaningful connections between artists, galleries, and collectors**, and consolidate Madrid as a cultural hub within the global contemporary art context.

ART MADRID







MARCH 4 - 8  
2026

## GOALS

- Promoting contemporary art both within and beyond our borders.
- Creating new audiences and sparking interest in art and culture across all sectors of society.
- Supporting and promoting artists, especially emerging talents.
- Highlighting the value of art and culture as essential elements of social development.
- Creating spaces for cultural visibility and communication that are accessible, open, and dynamic.

ART MADRID





MARCH 4 - 8  
2026

# CURATED PROGRAMS

Programs **designed by curators, advisors, and cultural experts** with the fundamental goal of encouraging collecting, promoting cultural dialogue, and making the latest trends in art accessible to the general public. These initiatives are invariably **focused on the continual improvement of the visitor experience** at our event, always seeking to enrich their interaction with contemporary art.





MARCH 4 - 8  
2026

# GALLERY PROGRAM

In each edition, the Gallery Program of Art Madrid brings together about **40 exhibitors**, both **national** and **international**, who present proposals focused on recently created contemporary artworks.

21<sup>st</sup> EDITION

ART MADRID





MARCH 4 - 8  
2026



## PARALLEL PROGRAM

The Parallel Program of Art Madrid serves as a **platform for analysis, research, and critical thinking** around contemporary issues.

This line of programming incorporates **cross-cutting discourses and interdisciplinary approaches** that make it possible to address current challenges through artistic practice, curating, and cultural production.

21<sup>st</sup> EDITION

ART MADRID





MARCH 4 - 8  
2026

## COLLECTOR'S PROGRAM

Art Madrid offers a **specialized advisory service** for galleries and the general public interested in acquiring artworks.

## GALLERY SUPPORT PROGRAM

Through a **specific communication package**, the new additions to the fair will be presented and given special visibility.





MARCH 4 - 8  
2026

## ACTIVITIES

The program for **Art Madrid'26** will include a series of activities taking place throughout the month of February and during **Madrid Art Week** at the Galería de Cristal of the Palacio de Cibeles.

In this edition, in addition to the pre-fair activities, the third edition of **Open Booth**, the **Performance Cicle**, the program **Lecturas: Curated Walkthroughs** by Art Madrid, and the **Interview Program** will all be continued.

ART MADRID







MARCH 4 - 8  
2026

# PATRONAGE PROGRAM

**Art Madrid** develops a patronage program as part of its **commitment to artistic creation and the promotion of collecting**. Through different categories of **awards**, the fair contributes to the professional development of artists while encouraging the incorporation of contemporary works into prominent private collections.

This program is made possible thanks to the commitment of collaborating entities, collectors, and private companies who, through their support, actively contribute to **strengthening the cultural ecosystem and consolidating new forms of patronage**.





MARCH 4 - 8  
2026

## ACQUISITION AWARD

Art Madrid joins forces with institutions and companies to support artistic creation and gallery work at the fair through the presentation of several awards.

## EMERGING ARTIST AWARD

Our sponsors, as part of their commitment to promoting contemporary art, will provide an award to one of the emerging artists participating in the fair.

## RESIDENCY AWARD

An award that will be given to one of the participating artists in this edition, intended for carrying out an artist residency.



MARCH 4 - 8  
2026

# MEDIA

The **audience reached** by the communication campaign of **Art Madrid'25** was **110,525,122 people**.





MARCH 4 - 8  
2026

## PR & COMMUNICATION

We make a significant investment in communication and outreach, with a 360-degree strategy that includes advertising placements and content in both online and offline media from the early stages leading up to the fair.

- **Print media**
  - **Radio**
- **Advertising Displays**
  - **Exclusive Catalog**
  - **Web**
- **Newsletter**
- **Social Media**
- **360 Virtual Tour**







MARCH 4 - 8  
2026

# AUDIENCE

Art Madrid has important media partners to multiply and diversify its messages among new audiences.

- 35-54 years old, the average age of visitors
- 20.000 visitors per edition
- Visitors 60% Women / 40% Men
- 40% of sales come from new collectors

ART MADRID







MARCH 4 - 8  
2026



21<sup>st</sup> EDITION

# ART MADRID'25 PRESS CLIPPING

ART MADRID





MARCH 4 - 8  
2026

# SOCIAL MEDIA

The **digital strategy** implemented on social media has enabled us to reach a broader and more diverse audience, as well as influencers from the worlds of culture, art, and design, who are now among our **113.2K followers**.





MARCH 4 - 8  
2026



## SOCIAL MEDIA

The fair's original content has allowed us to expand our influence online, establishing ourselves as a valuable source of information for art professionals.

**50K interactions**  
**791K accounts reached**  
**42.8K profile visits**



68,9 K



21,3 K



23 K





MARCH 4 - 8  
2026

# DIGITAL

The **Art Madrid** website provides comprehensive information on the galleries, artists, and artworks featured in each edition. It offers an all-in-one service for our users and clients, with a **registered web user base of 67K**.





MARCH 4 - 8  
2026

# INTERVIEWS PROGRAM

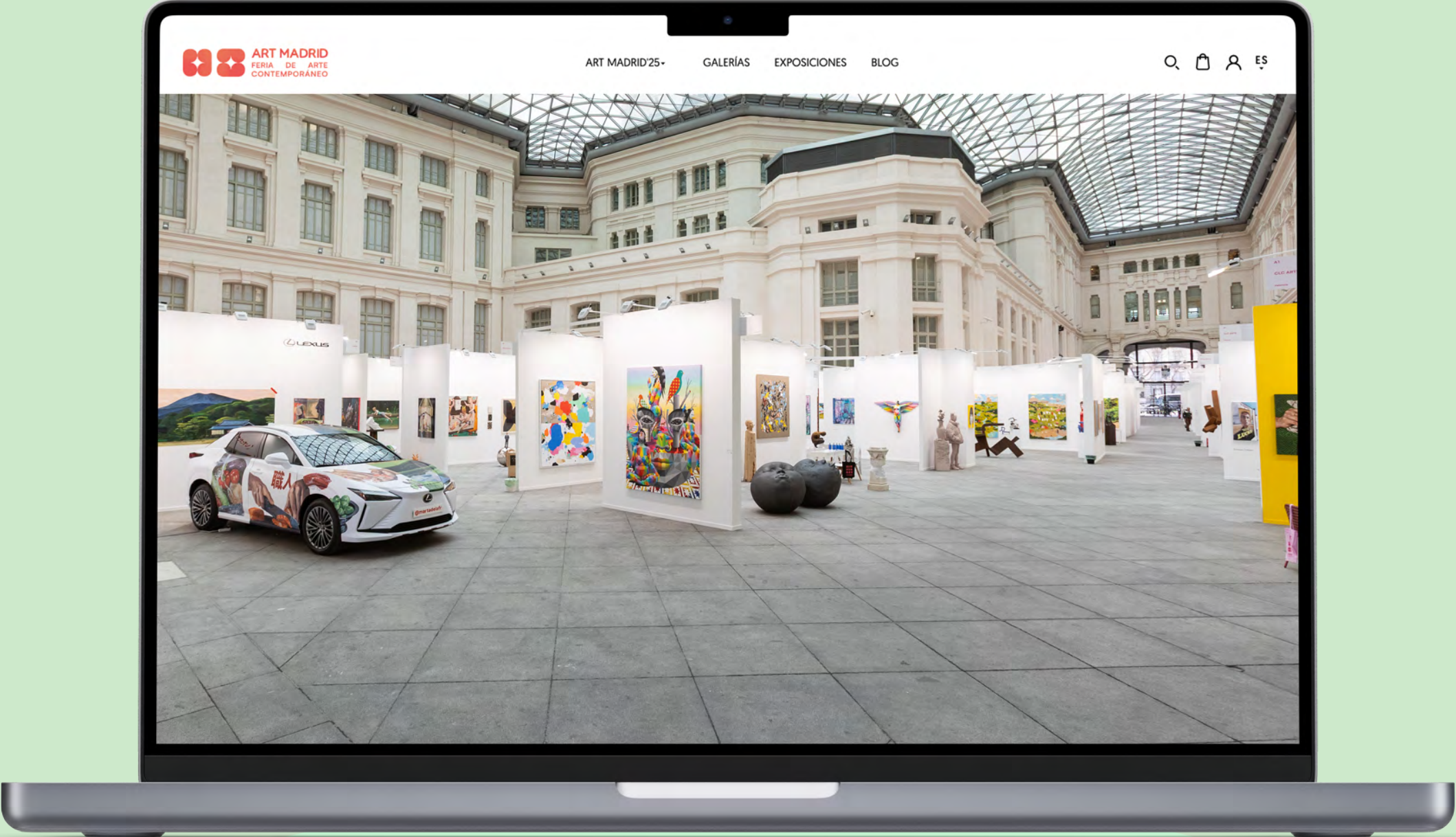


With the participation of professionals such as Alfonso de la Torre, Carlos del Amor, and Marisol Salanova, this section has established itself as a valuable bridge between artists and the public.





MARCH 4 - 8  
2026



21<sup>st</sup> EDITION

# 360 VIRTUAL TOUR

ART MADRID





MARCH 4 - 8  
2026



## WEB/BLOG/NEWSLETTER

Art Madrid connects its content with the public and delivers the event experience in a complete and accessible way, adapted to the entire digital environment.

**67K unique users**  
**239K page views**  
**17K newsletter users**  
**50% newsletter open rate**

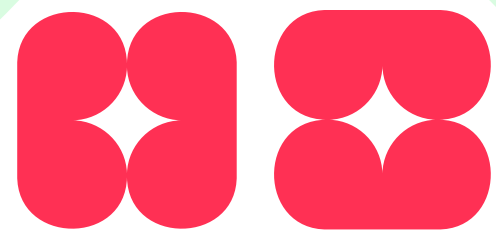
ART MADRID





**THANK YOU**





**ART MADRID**

FERIA DE ARTE CONTEMPORÁNEO

C/ Ríos Rosas 54 - Madrid - 28003

Tlf: (+34) 91 535 87 11

[info@art-madrid.com](mailto:info@art-madrid.com)

[www.art-madrid.com](http://www.art-madrid.com)