art
madrid'23
ART MADRID
18th ANNIVERSARY
CONTEMPORARY
ART FAIR
22 - 26 FEB 2023

ART MADRID'23

Art Madrid contemporary art fair is held during Madrid's **Art Week**.Throughout its seventeen years of trajectory, Art Madrid has been the showcase of numerous galleries and artists with a solid and competitive proposal. Art Madrid is a multidisciplin ary fair that gathers about 50 national and international galleries participants offering art from the 20th century onwards, focusing on Contemporary.

The 18th edition of Art Madrid will take place from 22 to 26 February 2023 at Cibeles Palace's Crystal Gallery. The privileged location, good accessibility communications and the project's quality have always been a guarantee of success in an event that has exceeded 20,000 visits from its last five editions.

PRIVILEGED LOCATION

Cibeles Palace's
Crystal Gallery

MISSION

Our support for art and culture spans all year round and responds to a global vision where constancy and commitment with the galleries are essential to achieve our goals:

- Diffuse contemporary art inside and outside our borders
- Generate new audiences and awake the interest in the arts in all sectors of society
- Strengthen the professionalization of the sector
- Empower and promote artists, especially young talents
- Value art and culture as essential elements for social development
- Create accessible, open and dynamic spaces for cultural visibility and communication
- Strengthen institutional ties to involve new agents in the development of the phenomenon
- Art Madrid stands up on new technologies and cultural industries processes of innovation

KEY FIGURES

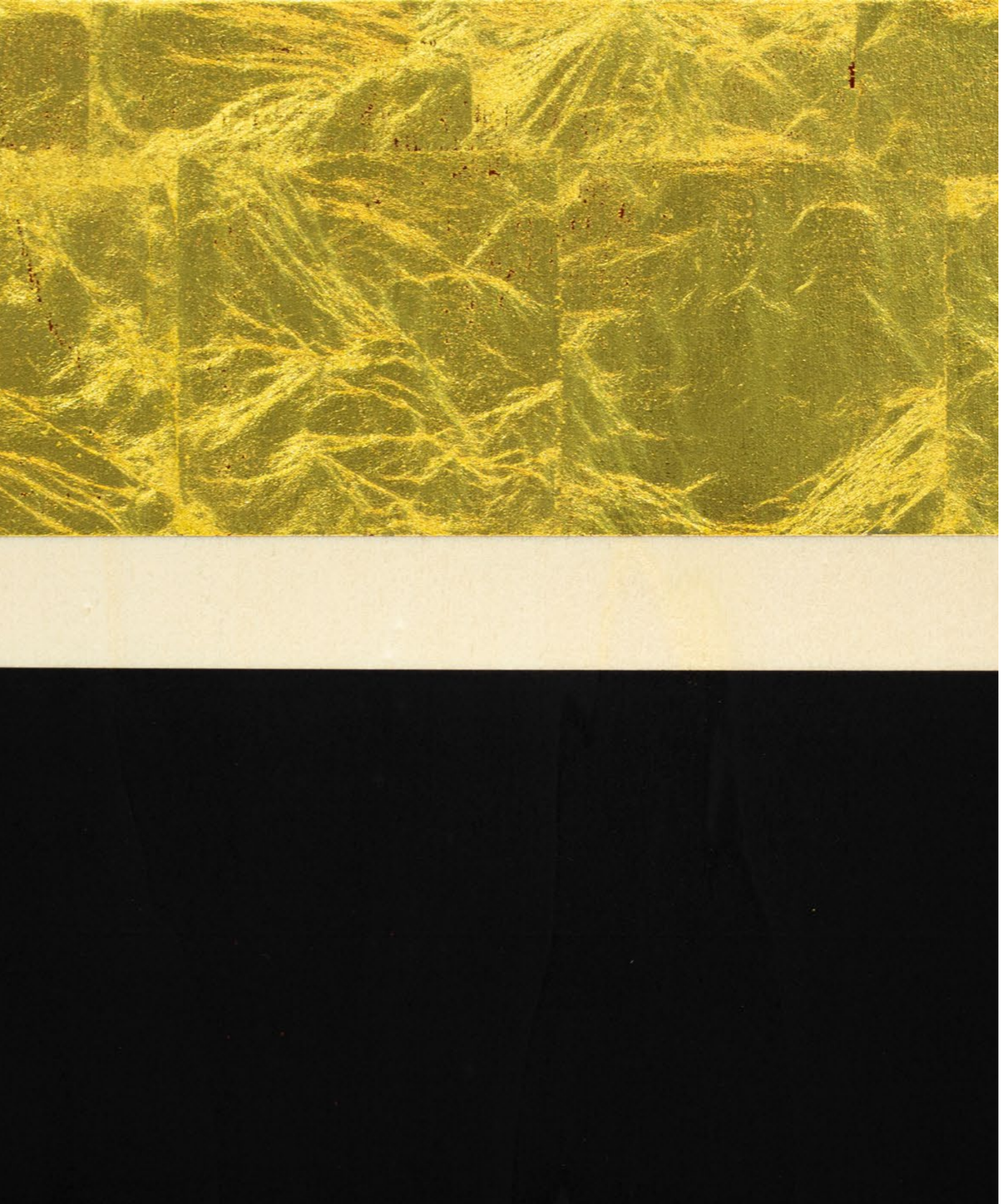
30% New
Collectors

35% International
Galleries

35-54
Years Old
Average Age

20.000 Visitors
60% Women
40% Men

+200 Press
National
International



PROGRAMS

GENERAL PROGRAM

Art Madrid's general program constitutes the heart of the fair and the sum total of all exhibitors, which ranges between 35 and 40 galleries (national and international) in each edition.

COLLECTORS PROGRAM

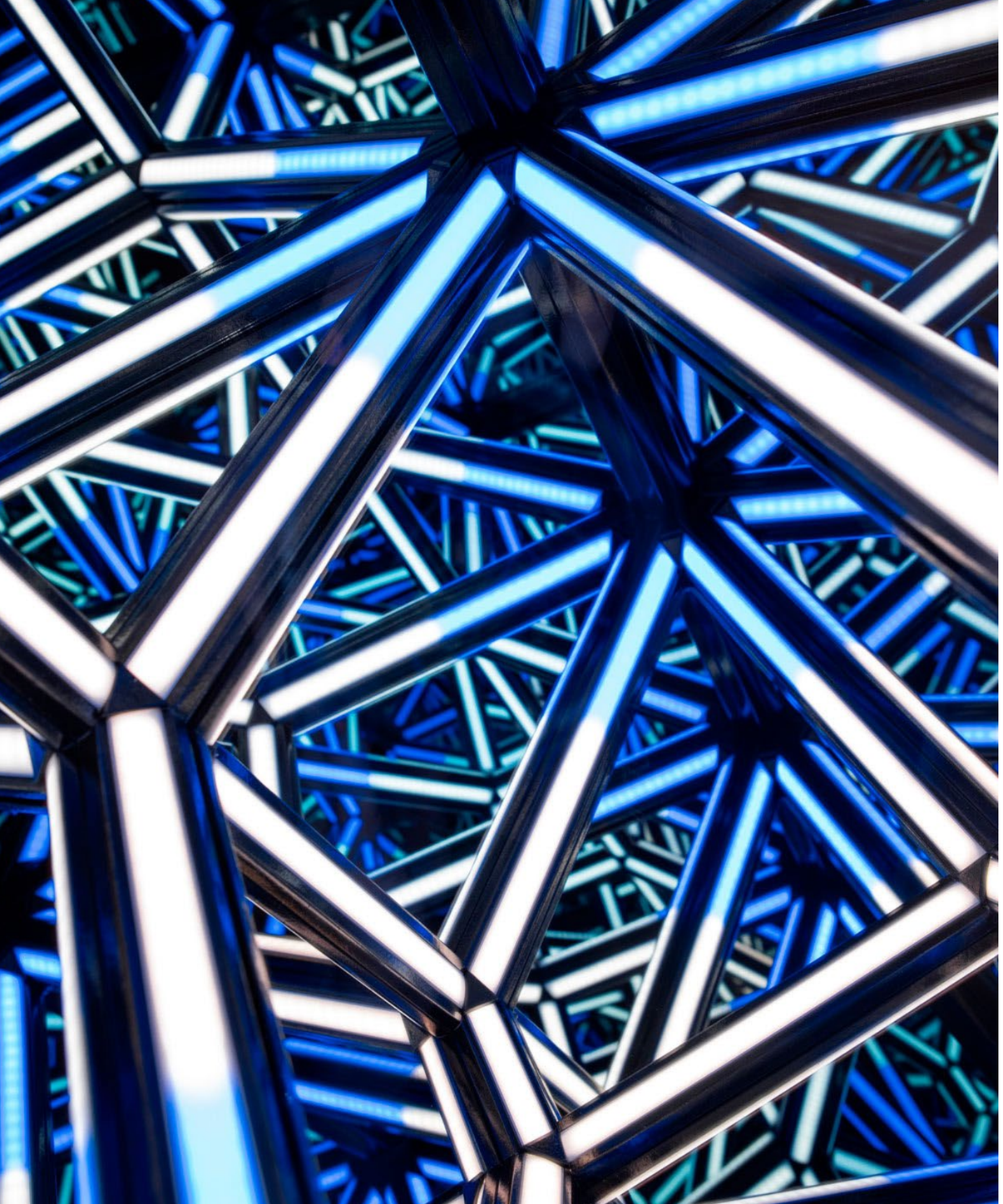
Led by Ana Suárez Gisbert, Art Advisor and expert appraiser, Art Madrid offers a totally free advice service for galleries and the public interested in acquiring works of art.

PARALLEL PROGRAM

Live program as the unnifying thread of the fair and in relation to its most immediate context. This year it will be articulated with an external exhibition, a cycle of performances and an artistic installation.

SUPPORT PROGRAM FOR NEW ENTRIES

Through a specific communication pack, the new entrie will be presented and given special visibility.



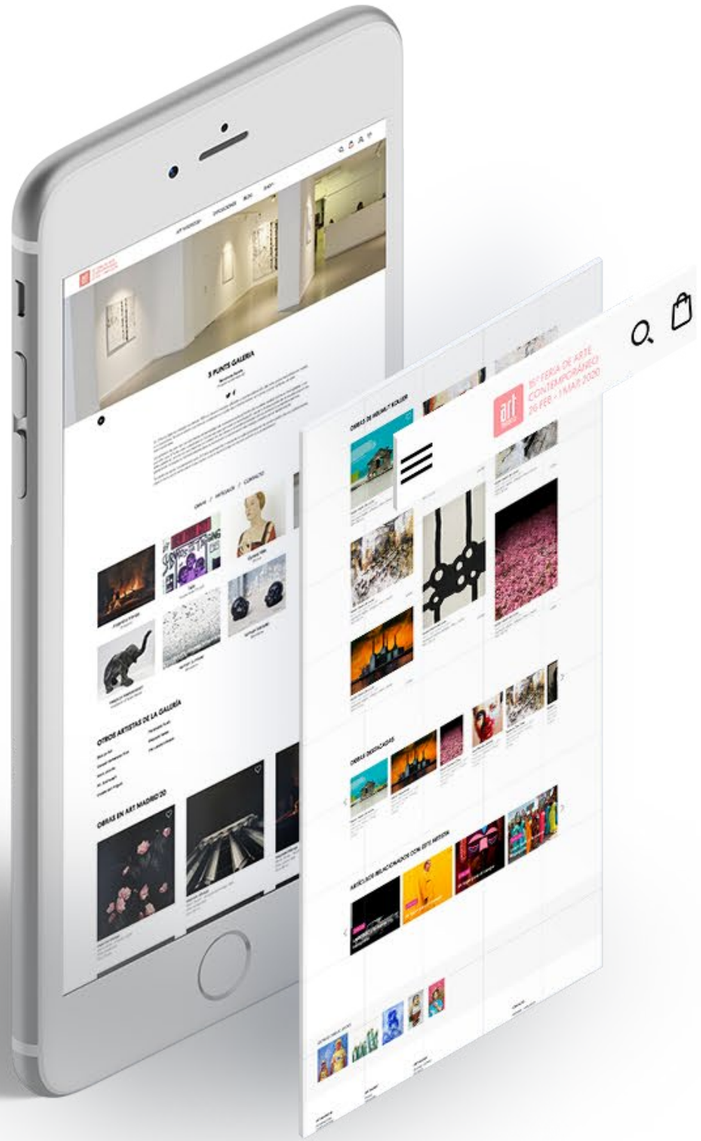
PRIZES

Art Madrid joins forces with institutions and companies to support artistic creation and gallery work at the fair itself through the awarding of differet prizes

BEST STAND
Prize for the best booth assembly and exhibited project at the fair.

NEW ENTRY
Prize for a new entry best booth assembly and proposal exhibition at the fair.

BREAKTHROUGH ARTIST
Our sponsors within their line of action to promote contemporary art, will award a prize to one revelation artists participating in the fair.



PR & COMMUNICATIONS

Art Madrid makes a significant investment in communication and broadcasting, with a 360º strategy that encompasses advertising inserts and online and offline media content from the previous phases of the fair.

Economical impact from the communication campaign over
45 DAYS. € 1.726.722

- **NEWSPAPERS**
- **RADIO**
- **PROMOTIONAL DISPLAYS**
- **BROCHURE**
- **WEB**
- **NEWSLETTER**
- **SOCIAL MEDIA**
- **VIRTUAL TOUR 360º**

AUDIENCE

Art Madrid also seeks the best media-partners to multiply and diversify their messages among new audiences.

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 **93.2K followers.**

+102k
Web users

+49.4K
Interactions

48.400
Followers

22.700
Followers

21.200
Followers

CLIPPING

SPOT

TOUR 360°

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