



# ART MADRID

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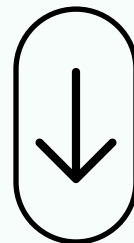
6—10 MARCH 2024  
CONTEMPORARY  
ART FAIR

CRYSTAL GALLERY OF PALACIO CIBELES

# ART MADRID

The **Art Madrid Contemporary Art Fair** has been taking place during the *Art Week* of the capital for nineteen years.

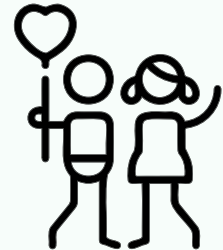
Art Madrid is a multidisciplinary fair of new artistic tendencies in which around 40 national and international galleries participate, working with painting, sculpture, graphic art, photography, installation and digital art of recent production.



# Key figures



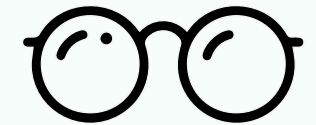
35% of the galleries participants are international.



100.000 visitors received in the last five editions.



Sales success from the 70% of participating galleries.



30% of sales come from new collectors.

## *Art Madrid'24*

**The 19th edition of Art Madrid will take place from March 6th to 10th, 2024, at the Crystal Gallery of Palacio Cibeles.**

This *privileged location*, excellent transportation connections, and the quality of the project have always been a guarantee of success for an event that has surpassed *20,000 visitors* in its last six editions.









## *Mission*

Our support for art and culture extends throughout the year and responds to a global vision where perseverance and commitment to the galleries are essential to achieve our objectives.





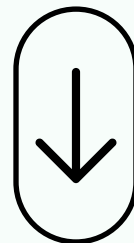


## Goals

- Promoting contemporary art within and beyond our borders.
- Generating new audiences and fostering interest in art and culture across all sectors of society.
- Empowering and promoting artists, especially young talents.
- To value art and culture as essential elements of social development.
- Create spaces for cultural visibility and communication that are accessible, open and dynamic.

# Curated programs

Programs *designed by curators, advisors, and cultural experts* to encourage the collecting, promote cultural dialogue, and make accessible to the public, new trends in art. These initiatives are **focused on improving the visitor's experience**, always seeking to enrich their interaction with contemporary art.







## *General program*

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

## *Special program*

A dynamic program that serves as a guiding thread for the fair and is closely related to its immediate context. This year, it will consist of a Call for Entries and Performance Program, a Special Section dedicated to disruptive art projects: OPEN BOOTH X ART MADRID, an Artistic Residency Program, and the Lectures Program: Curated Tours by Art Madrid.



## *Collector's program*

Led by Ana Suárez Gisbert, Art Advisor and appraiser, Art Madrid offers an advisory service for galleries and individuals interested in acquiring artworks,

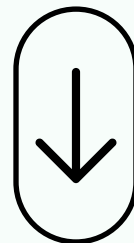
## *Gallery support program*

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



# Awards

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





## *Best booth award*

The award will be presented to the gallery with the best booth display at the fair.

## *New entry award*

The award will be presented to the newly incorporated gallery with the best booth display and exhibition proposal at the fair.

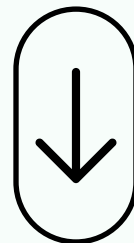
## *Emerging artist award*

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



# Media

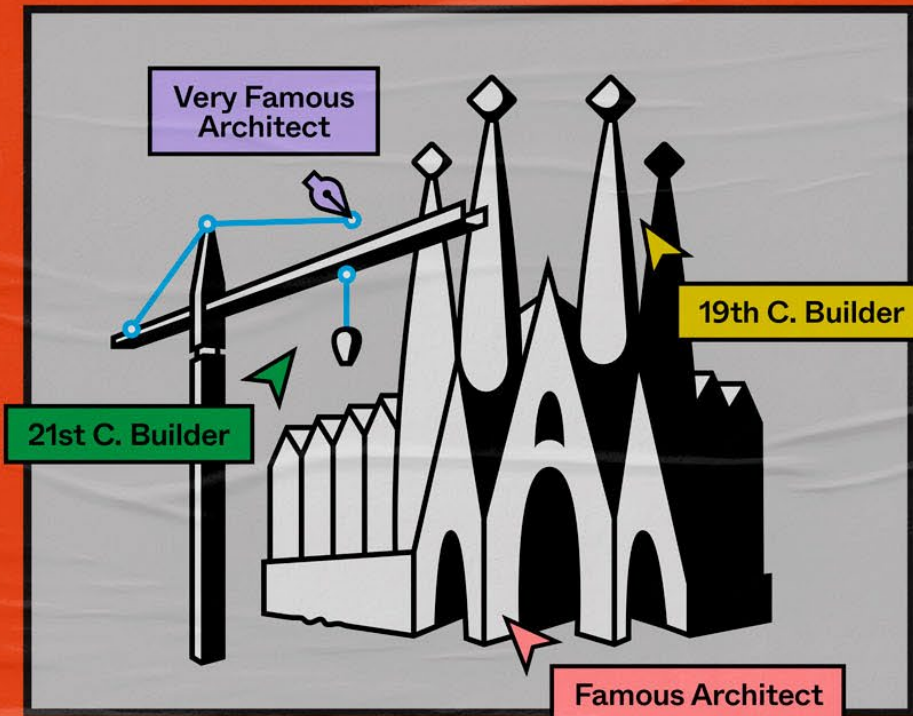
The *economic impact* of the communication campaign of **Art Madrid'23** was **€1,726,722**.







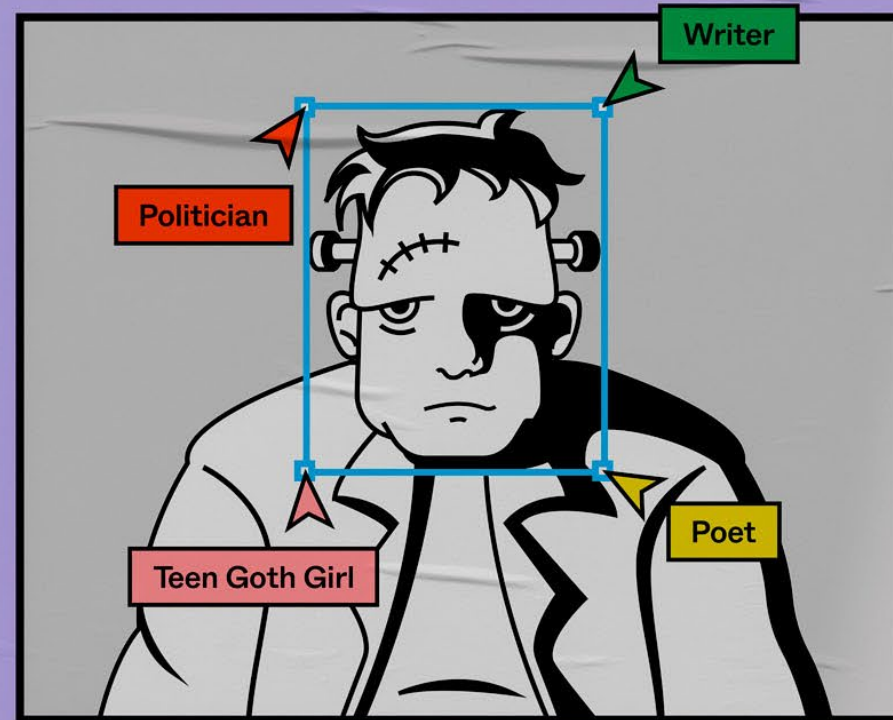
# NOTHING GREAT IS BUILT ALONE



Since 1882, many have helped construct Gaudi's vision for Sagrada Familia.



# NOTHING GREAT COMES ALIVE ALONE

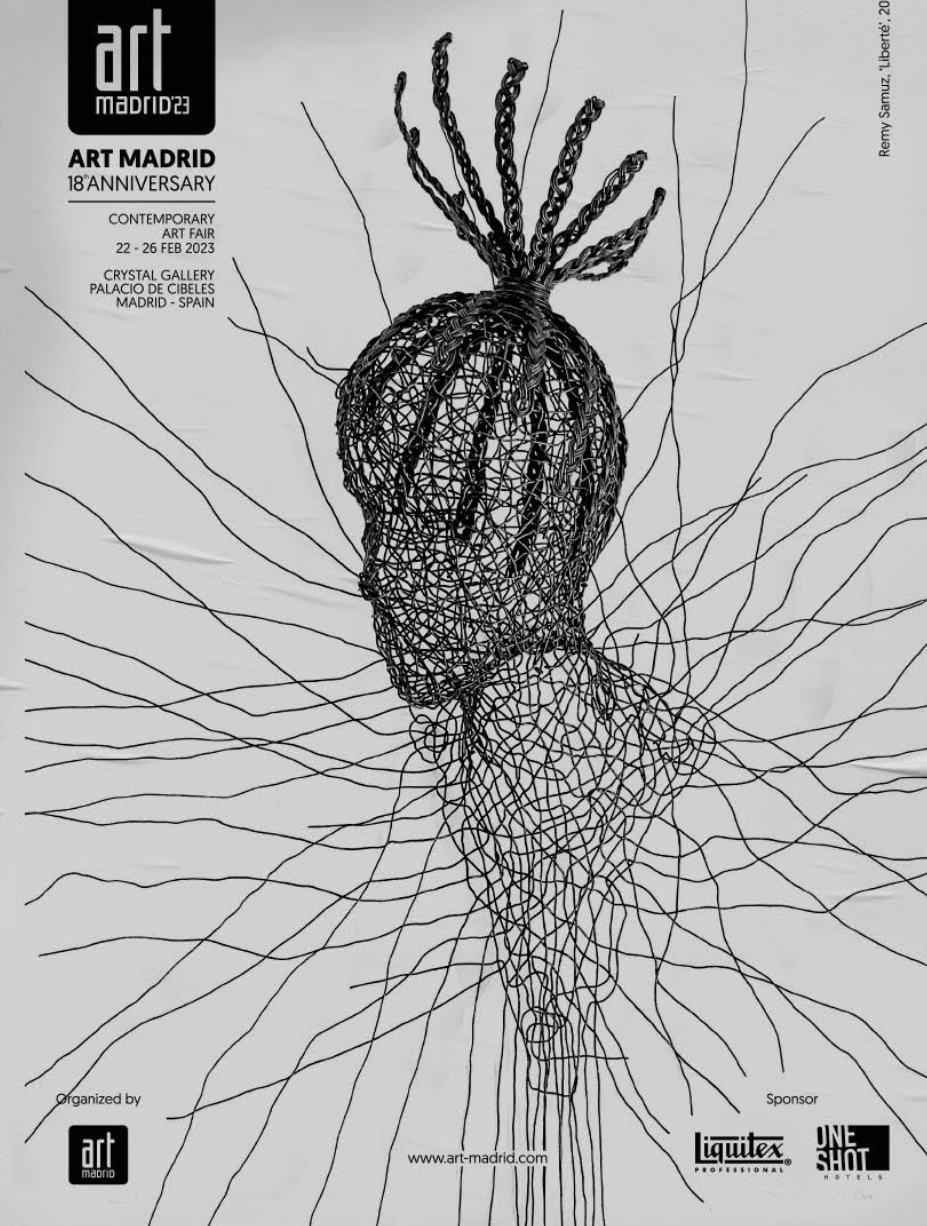


Mary Shelly workshopped her first draft of Frankenstein with friends.



**ART MADRID**  
18<sup>th</sup> ANNIVERSARY

CONTEMPORARY  
ART FAIR  
22 - 26 FEB 2023  
CRYSTAL GALLERY  
PALACIO DE CIBELES  
MADRID - SPAIN



Remy Samuz, 'Liberté', 2018

Organized by

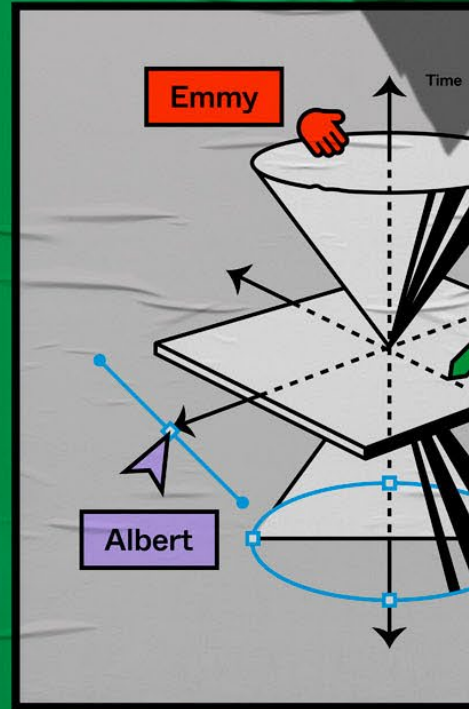


[www.art-madrid.com](http://www.art-madrid.com)

Sponsor



# NOTHING GREAT IMAGINES



Einstein developed the Theory of Relativity.



## *Pr & Communication*

We makes a significant investment in communication and promotion, with a 360° strategy that includes advertising placements and online and offline media content starting from the pre-fair stages.

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





## *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.*

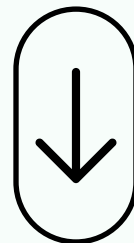




rtve

# Social media

The *digital strategy* followed on social media has allowed us to reach a large audience and "influencers" from culture, art, and design who are already among our **100K followers**.











artmadridferia



MADRID'23 · VENTA DE ENTRADAS · ART MADRID'23 · TICKETS ·



ART MADRID'23 · VENTA DE ENTRADAS · ART MADRID'23 · TIC



## Social media

Original content allowed us to extend our influence through the network until it became a relevant source of information to art professionals.

- *50k interactions on mobile devices.*
- *200k accounts reached.*



56.8k



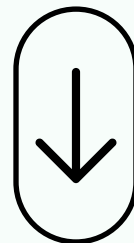
22.3k

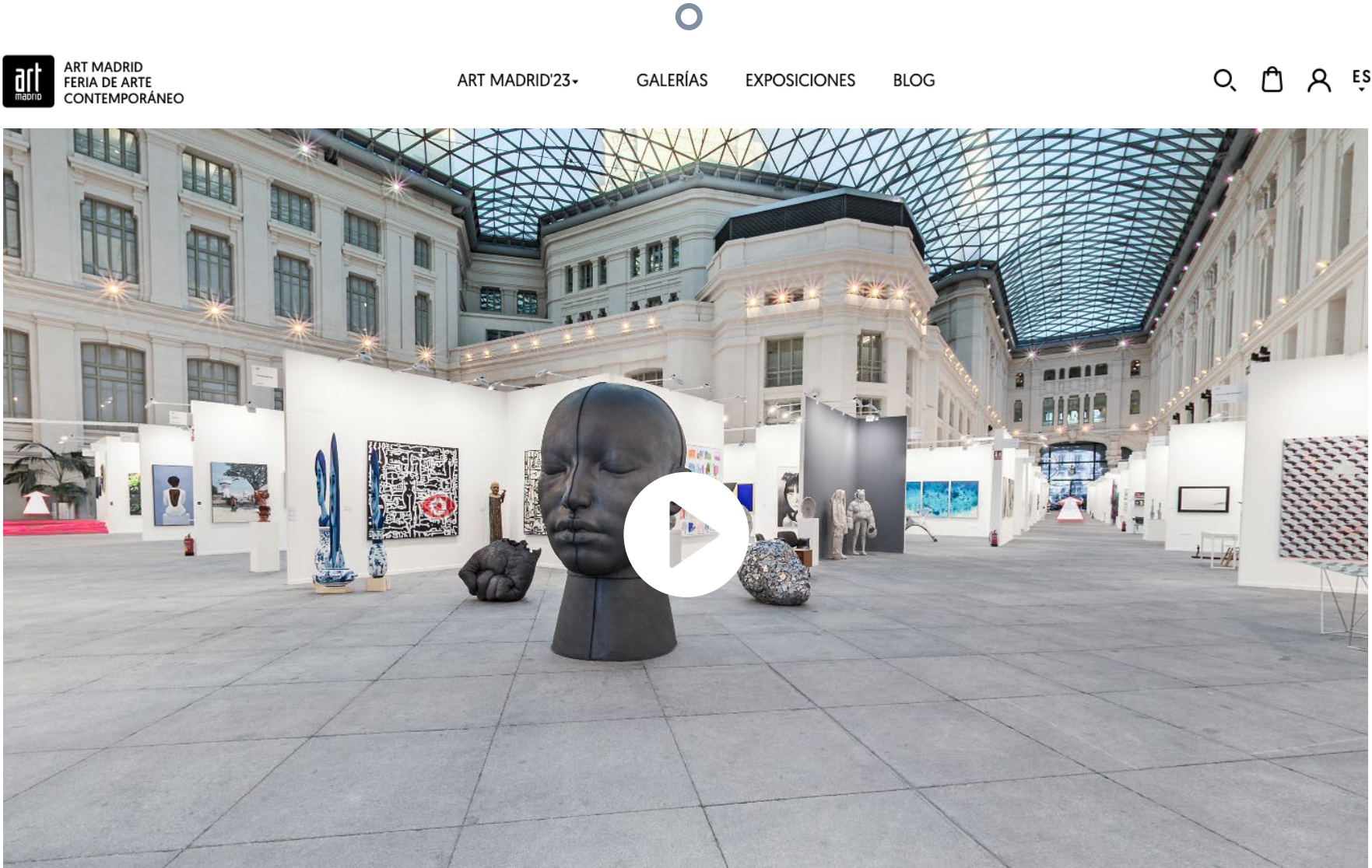


23k

# Digital

*Art Madrid website* gives all the information about galleries, artists, and works of every edition. It offers a full service to our users and customers, with a record of **102k web users**.



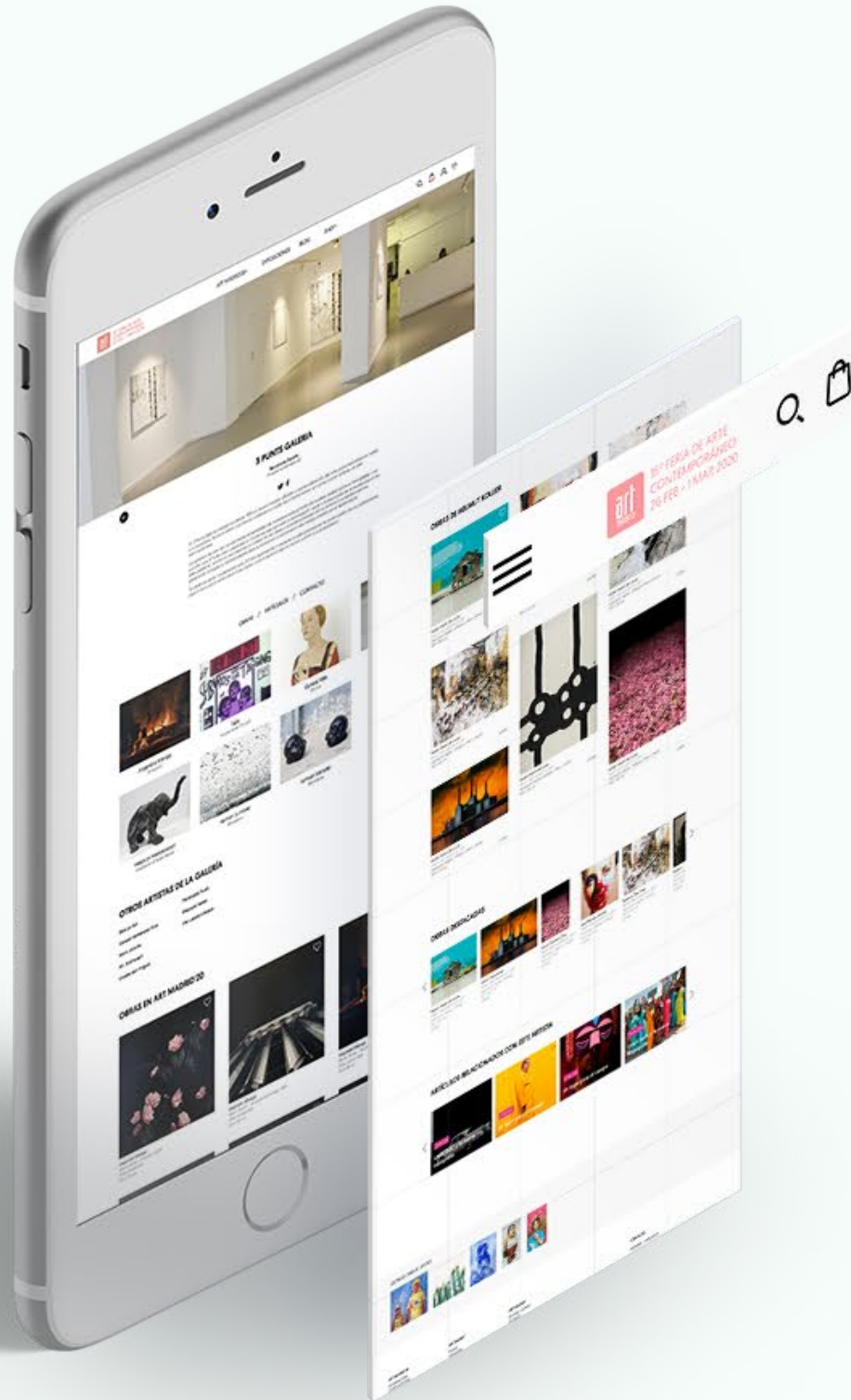




## *Web / Blog / Newsletter*

Art Madrid links its contents with the public and adapts the event experience to the entire digital environment.

- *62k unique users.*
- *245k page views.*
- *15k blog visits.*
- *16k newsletter users (25.9% open rate).*





# Thank you !





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