

The logo for 'art MADRID'23' is centered within a white rounded square. The word 'art' is written in a bold, lowercase, sans-serif font. Below it, 'MADRID'23' is written in a smaller, uppercase, sans-serif font. The background of the entire page is a vibrant red with a repeating pattern of lighter red, semi-transparent triangles pointing towards the center.

art
MADRID'23

**18ª Feria de Arte
Contemporáneo**

**APPLICATION FORM AND
PARTICIPATION GUIDELINES**

ART MADRID'23

18th CONTEMPORARY ART FAIR

22nd - 26th FEBRUARY

Art Madrid Contemporary Art Fair will celebrate its eighteenth edition in the **Galería de Cristal of Palacio de Cibeles** from **22nd to 26th of February**, 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'23 presents a General Program intended for galleries specialising in contemporary art.

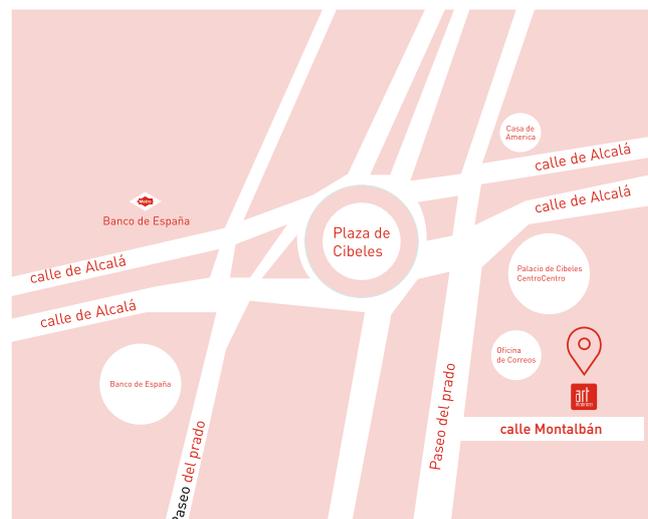
The Fair defines itself as a proposal close to the public and the reality of the art world, aware of the future challenges and the positive impact of these initiatives. With this in mind, Art Madrid develops a program of activities that take place in February designed for all types of public, with the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

TIMETABLE

Wednesday	22 February	11 am - 9 pm.
Thursday	23 February	11 am - 9 pm.
Friday	24 February	11 am - 9 pm.
Saturday	25 February	11 am - 9 pm.
Sunday	26 February	11 am - 9 pm.

LOCATION

Galería de Cristal of Palacio de Cibeles
Montalban St. 1





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**



18ª Feria de Arte Contemporáneo

APPLICATION FORM AND
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REQUIRED DOCUMENTS

APPLICATION

- Application Agreement.
- Payment receipt of the €500 (€550 for Spanish galleries).

PROJECT FOR ART MADRID'23

- Altogether with the application form, will be mandatory to send the project for Art Madrid'23 on PDF and following the next index:

1. Gallery presentation:
 - 1.1 Gallery History: foundation, artistic concept, represented artists.
 - 1.2 Last 2 years of gallery activity:
 - 1.2.1 Exhibitions.
 - 1.2.2 Art Fairs.
 - 1.2.3 Other activities / events.
 - 1.2.4 Press.
2. Project's Conceptual description.
3. Selected Artists:
 - 3.1 Biography, CV, Awards, Collections.
 - 3.2 5 artworks' pictures with technical details with price included.
(Presentation 1 work per page)

It will be possible to provide additional documentation that adds value to the presentation dossier.

All documents must be emailed to info@art-madrid.com prior to October 19th, 2022.

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

**Square meters
requested**

General Program €275 sq.m + VAT

Requested meters
(Booths from 30 sq.m)

sq.m

Areas defined in the plan drawing

Options:

1st

2nd

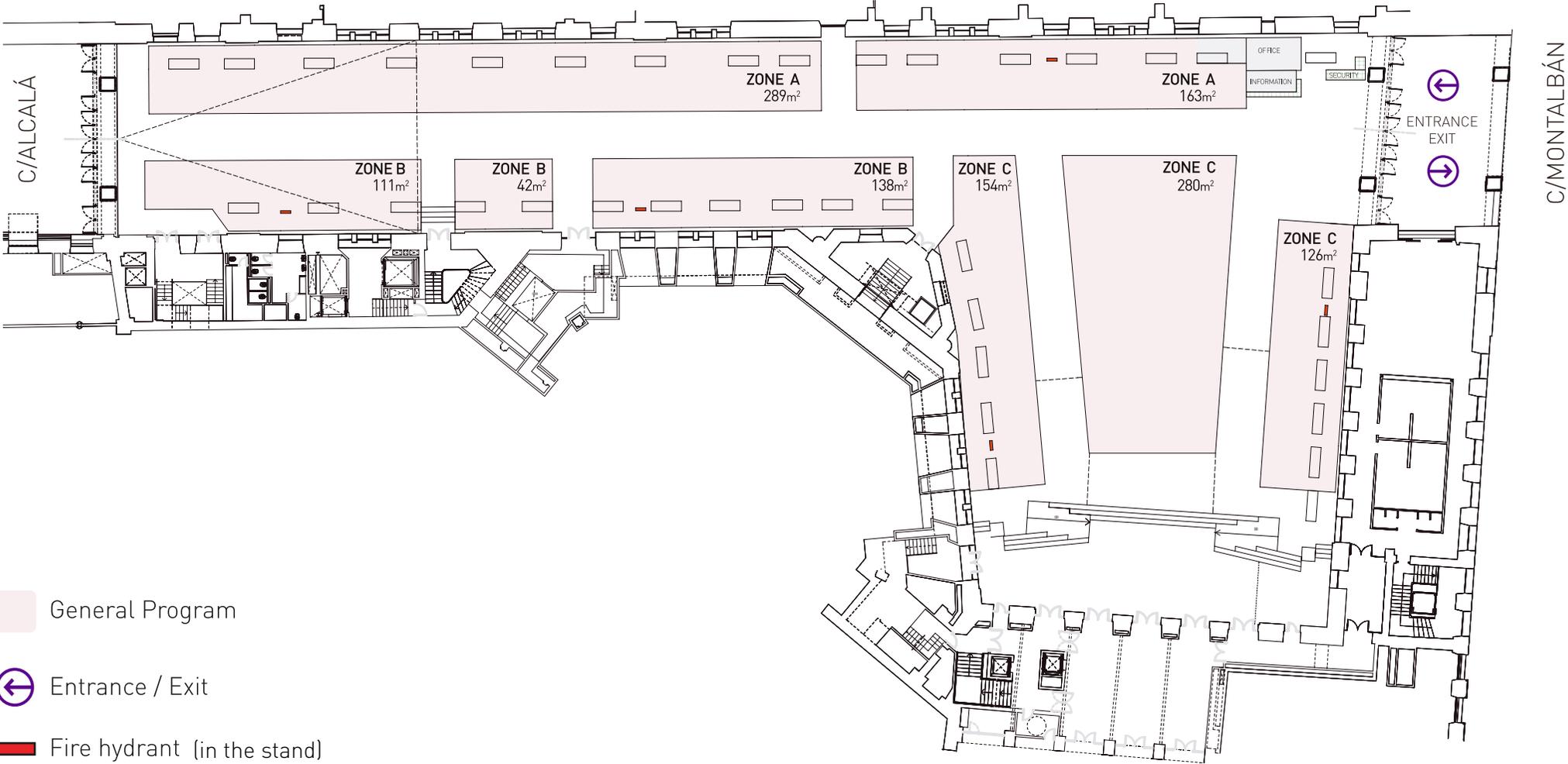
By signing this application form you agree with the complete conditions of the participation process in the 18th edition of Art Madrid'23, including the selection decision of the Advisory Committee, without any appeal or claim possibility.

Responsible signature and stamp of the gallery contract

The applicant must sign every page of this contract

PLAN DRAWING

GALERÍA DE CRISTAL OF PALACIO DE CIBELES **Art Madrid'23**



- General Program
- Entrance / Exit
- Fire hydrant (in the stand)
- Air conditioning (in the stand)



PARTICIPATION GUIDELINES

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Art Madrid'23 Contemporary Art Fair will take place from **22th to 26th of February, 2023** in the **Galería de Cristal of Palacio de Cibeles**. Art Space Madrid S.L., located in María de Guzmán, 61, 28003 Madrid, is the company that promotes Art Madrid Fair in its eighteenth 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. RULES

It will be compulsory to present the informative PDF of the exhibition project for Art Madrid'23 following the index and the information described on the "Mandatory Documents" page. The galleries must present themselves indicating: year of foundation, artistic concept and represented artists. On the other hand, they must accredit the programming of the last two exhibition seasons: exhibitions held, fairs in which they have participated, parallel activities and ideally a press clipping.

Finally, the requesting gallery must provide the conceptual description of the project to be presented for Art Madrid'23 with the list of artists who intend to exhibit at the fair: essential brief biographies, updated CV and 6 works per artist with their technical details.

KEY DATES:

→ The application deadline is October 19th, 2022.

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.

SELECTION COMMITTEE

It will be responsible for assessing the artistic proposals presented. The quality of the artworks, the program of exhibitions and the participation in national and international fairs will be valued.

Participation in previous editions of the show does not guarantee participation in Art Madrid'23.

RATES

- **Application fee: €500**

* €150 + VAT will not be refundable in case the gallery is not selected to participate.



GENERAL PROGRAM

Price: €275 sq.m + VAT.

Number of artists per sq.m on individual applications:

- Between 26 and 30 sq.m: 4 artists maximum
- Between 31 and 35 sq.m: 5 artists maximum
- Between 36 and 40 sq.m: 6 artists maximum
- Between 41 and 50 sq.m: 8 artists maximum
- More than 50 sq.m: 10 artists maximum

INVITATIONS

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

- Between 26 and 30 sq.m: 30 general invitations + 3 VIP
- Between 31 and 35 sq.m: 40 general invitations + 4 VIP
- Between 36 and 40 sq.m: 50 general invitations + 5 VIP
- Between 41 and 50 sq.m: 60 general invitations + 6 VIP
- More than 50 sq.m: 70 general invitations + 7 VIP



3. PAYMENTS

Payment dates

- **First payment:** 25% of the total amount, prior to 7th November 2022.
- **Second payment:** 75% of the total amount, prior to 5th January 2023.

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.

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

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'23** 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.

5. BREACH OF PARTICIPATION RULES

The following situations will be a cause to exclude an exhibitor from **Art Madrid'23**:

- 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.

Only people wearing the CentroCentro bracelet provided by security personnel will be able to access the venue directly. Exhibitor accreditations will be merely informative for visitors.

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. PROMOTIONAL MATERIAL, BROCHURE, WEB

BROCHURE-WEBSITE

All information about the galleries, artists and artworks of **Art Madrid'23**, 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 5th December 2022

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.

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

The data controller for the processing of your personal data is Art Space Madrid S.L. (the "Company") with address at María de Guzmán 61, Madrid 28003, CIF ES-B86761251 and telephone number: (+34) 915358711, who will process them in order to manage the contractual relationship with you (the "data subject").

Personal data provided by the data subject as a result of the contractual relationship maintained between both parties, as well as those provided to the Company in the future, will be processed by the Company in accordance with current regulations on data protection. The data collected is provided voluntarily and with the express consent of data subject, and it is the essential minimum for the purposes of complying and proper management of relations with the data subject. The data subject may exercise at any time the rights that assist him and, in particular, those of access, rectification, cancellation, opposition, portability or limitation to the processing of there data by written communication addressed to Art Space Madrid S.L. to the headquarters of the Company mentioned in these Participation Bases. Personal data will not be transferred to third parties except in cases where there is a legal obligation to do so or when it is necessary to execute the obligations arising from this contract, and always with the express knowledge of the data subject.

In case data subject considers the personal data has been violated, the data subject may contact Data Protection Officer at the following email address: ac@art-madrid.com



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'23** 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:

www.art-madrid.com

🐦 Follow us on Twitter: @ArtMadridferia

📘 Be our fan on Facebook: Art Madrid

📷 Follow us on Instagram: @ArtMadridferia

OFFICES LOCATION

Art Space Madrid S.L
C/ María de Guzmán, 61
28003-Madrid

Teléfono: (+34) 91 535 87 11

Email: info@art-madrid.com

TEAM

Honorary President

Alberto Cornejo Curros

Director

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Subdirector

Julio Beltrán Peiro → julio@art-madrid.com

Marketing and Communication Director

Amador Crespo Martínez → amador@art-madrid.com



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