



**19ª Feria de Arte  
Contemporáneo**

**APPLICATION FORM AND  
PARTICIPATION GUIDELINES**

# ART MADRID'24

## 19th CONTEMPORARY ART FAIR

MARCH 6<sup>TH</sup> - 10<sup>TH</sup>, 2024

Art Madrid Contemporary Art Fair will celebrate its nineteenth edition in the **Galería de Cristal of Palacio de Cibeles from March 6th to 10th, 2024**, 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, and MNCARS**. This privileged location, excellent transportation links, and the quality of the project anticipated a successful 19th edition with a significant influx of visitors, surpassing the 20,000 visitors of its previous six editions.

**Art Madrid'24** 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 that brings together around 45 national and international galleries, working with painting, sculpture, graphic art, photography, and video art of recent production (XXI century). **Art Madrid'24** presents a general program designed for galleries specialized in contemporary art and a parallel program of activities that will be active throughout the month of February.

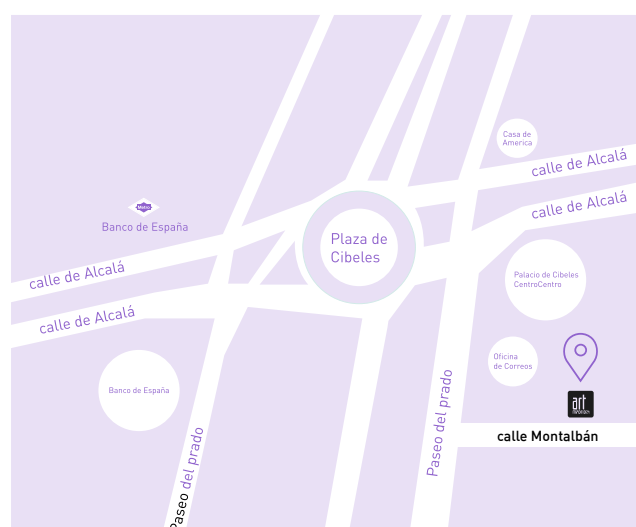
Art Madrid is a fair that defines itself as a proposal close to the public and the reality of the art world, aware of the future challenges and the positive impact of these initiatives such as its own. With this in mind, Art Madrid develops a program of activities that take place in February designed 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	March 6th	11 am - 9 pm.
Thursday	March 7th	11 am - 9 pm.
Friday	March 8th	11 am - 9 pm.
Saturday	March 9th	11 am - 9 pm.
Sunday	March 10th	11 am - 9 pm.

## LOCATION

Galería de Cristal of Palacio de Cibeles.  
C/ Montalbán, 1 (Next to Plaza de Cibeles)





## KEY FIGURES FOR MADRID ART WEEK

**Art Madrid** is the second largest contemporary Art Fair in Spain. It has been held since 2006 during Madrid's Contemporary Art Week, a highly anticipated event in the art calendar that attracts over 100,000 visitors each year. Thousands of collectors from around the world, curators, independent critics, and industry professionals enjoy an agenda that brings together the main contemporary art fairs, dozens of openings, hundreds of exhibitions, events, and activities for all types of audiences.



**+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**



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

APPLICATION FORM AND  
PARTICIPATION GUIDELINES





## REQUIRED DOCUMENTS

### APPLICATION

- Registration form, digitally signed or handwritten on all pages.
- Payment receipt of the €500 (€550 for Spanish galleries).

### PROJECT FOR ART MADRID'24

- Along with the registration form, it will be mandatory to submit a PDF dossier with the project for **Art Madrid'24**, following the index below:

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. Conceptual Description of the Exhibition Project for **Art Madrid'24**.
3. Selected Artists:
  - 3.1 Artist's dossier to be included: Biography and artist statement, Curriculum Vitae, Awards and Recognitions, and Collections.
  - 3.2 Five (5) artworks per artist. Each artwork should be accompanied by its corresponding technical sheet, including: Title of the artwork, Technique, Dimensions, Year, and Price of the artwork. \*One (1) image of the artwork will be presented per page.  
**\*One (1) image of the artwork will be presented per page.**

#### Important aspects to consider:

- 25% of the proposed artists by the exhibitor must be creators who have not participated in the last edition of Art Madrid.
- It will be possible to include additional documentation that adds value to the presentation dossier.
- 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.

All documents must be emailed to [info@art-madrid.com](mailto:info@art-madrid.com) before **September 29th, 2023**.

**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**

**Artists to be submitted**

**Latest fairs**

**Square meters  
requested**

**General Program €300 sq.m + VAT**

**Requested meters**  
(Booths from 30 sq.m)

**sq.m**

By signing this application form you agree with the complete conditions of the participation process in the 19th edition of **Art Madrid'24**, 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**





# PARTICIPATION GUIDELINES

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**Art Madrid'24** Contemporary Art Fair will take place from **from March 6th to 10th, 2024, 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 nineteenth 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.**
- **Digital art.**
- **Installation.**

It is mandatory for all submitted artworks to be accompanied by their respective certificate of authenticity, which must be made available to the Art Madrid Management before and during the Fair.

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



## 2. RULES

It will be mandatory to submit the general dossier of the exhibition project for **Art Madrid'24** following the index and information described on the “**Mandatory Documents**” page. Galleries must provide the following information: year of establishment, artistic line, and represented artists. Additionally, the gallery must provide evidence of the programming of the last two exhibition seasons, including completed exhibitions, participated fairs, 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'24**, along with the list of proposed artists to exhibit at the fair. It is essential to include brief biographies and updated Curriculum Vitae for each artist, as well as 5 artworks per artist with their technical specifications. This requirement is described in points 1, 2, and 3 on the “**Mandatory Documents**” page.

### KEY DATES:

→ **The application deadline is: September 29th, 2023.**

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.

Once the gallery is notified of its acceptance and participation in **Art Madrid'24**, the organization will request the exhibitor to provide an exhibition design or sketch of the booth with the arrangement of artworks. The Art Madrid organizing team is committed to advising the gallery in the conception and conceptualization of their exhibition design, aiming to achieve the best possible outcome for the gallery's project display. This design should be submitted one month before the fair's celebration.

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

The Advisory Committee will be responsible for evaluating the exhibition proposals submitted. Consideration will be given to the quality of the works, the exhibition program, participation in national and international fairs, and the correct presentation of the exhibition projects. Incomplete applications or those that do not comply with the presentation guidelines established by the Art Madrid Management will be rejected without the gallery being able to make any type of claim. **Participation in previous editions of the fair does not guarantee participation in Art Madrid '24.**

### RATES

- **Application fee: €500**

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





## **GENERAL PROGRAM**

Price: €300 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

**\*25% of the proposed artists by the exhibitor must be creators who have not participated in the last edition of Art Madrid.**

## **INVITATIONS**

The Management will assign exhibitors a number of general and VIP invitations corresponding to the square meters of the booth.

- 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

The fair will make additional invitations available to exhibitors, which they can acquire at a special price.



### 3. PAYMENTS

#### Payment dates

- First payment: 25% of the total amount, due before November 10th, 2023.
- Second payment: 75% of the total amount, due before January 5th, 2024.

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'24** 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 due to reasons beyond its control.

### 5. BREACH OF PARTICIPATION RULES

The following situations will be a cause to exclude an exhibitor from **Art Madrid'24**:

- 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'24**, will be on the website: [www.art-madrid.com](http://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

It is **essential** that the images are renamed according to the following format:

**Gallery\_Artist\_Title\_Technique\_Dimensions\_Edition\_Year.jpg**

### PROMOTIONAL MATERIALS

Promotional material requirements:

→ **Website materials: before December 15th, 2023.**

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](mailto: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'24** 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](http://www.art-madrid.com)

🐦 Follow us on Twitter: @ArtMadridferia

f Be our fan on Facebook: Art Madrid

@ Follow us on Instagram: @ArtMadridferia

### OFFICES LOCATION

**Art Space Madrid S.L**

C/ Rios Rosas, 54, 28003 - Madrid

Phone: (+34) 91 535 87 11

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

### OUR TEAM

#### **Director**

Alberto Cornejo Alcaraz

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

#### **Artistic Director**

Yudinela Ortega Hernández

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

#### **Marketing and Communication Director**

Amador Crespo Martínez

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



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