



**20th Contemporary
Art Fair**

**APPLICATION FORM AND
PARTICIPATION GUIDELINES**



ART MADRID'25

20th CONTEMPORARY ART FAIR
MARCH 5TH – 9TH, 2025

Art Madrid Contemporary Art Fair will celebrate its twentieth edition at the **Galería de Cristal of Palacio de Cibeles from March 5th to 9th, 2025**, as part of the established Contemporary Art Week of Madrid. The structural characteristics of the building create a luminous and open space in a setting connected to the **Prado Museum, Thyssen-Bornemisza Museum, and MNCARS**. This privileged location, excellent transportation links, and the quality of the project anticipated a successful 20th edition with a significant influx of visitors, surpassing the 100,000 visitors in the last five editions.

Art Madrid'25 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 an interdisciplinary fair model that brings together around 40 national and international galleries, working with artworks of recent production [XXI century]. **Art Madrid'25** presents a program designed for galleries specialized in contemporary art and a parallel program of activities.

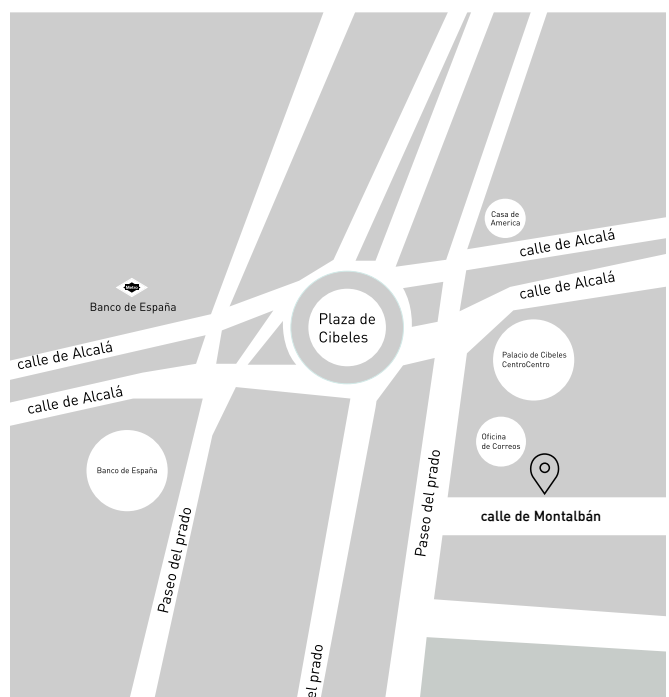
Art Madrid is a fair that defines itself as an approachable proposal to the public and the reality of the art world, aware of future challenges and the positive impact of initiatives such as its own. With this commitment, Art Madrid develops a program of activities that takes place throughout the month of February, designed for all audiences, aiming to contribute to the dissemination, reflection, and appreciation of contemporary art with broad participation from institutions and cultural agents.

TIMETABLE

Wednesday	March 5th	11:00 - 21:00 h.
Thursday	March 6th	11:00 - 21:00 h.
Friday	March 7th	11:00 - 21:00 h.
Saturday	March 8th	11:00 - 21:00 h.
Sunday	March 9th	11:00 - 20:00 h.

LOCATION

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





REQUIRED DOCUMENTS

APPLICATION

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

PROJECT FOR ART MADRID'25

- Along with the registration form, it will be mandatory to submit a PDF dossier with the project for **Art Madrid'25**, 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'25**.

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.**

- Along with the **registration form** and PDF **dossier**, **5 images of each artist's work**, in jpg or tif at a minimum resolution of 2000 x 2000 dpi, and a profile image of the artist **must be included in a folder**.

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 before October 7th, 2024.

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

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 €320 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 20th edition of **Art Madrid**, 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'25 Contemporary Art Fair will take place from **from March 5th to 9th, 2025, in the Galería de Cristal of Palacio de Cibeles**. Art Space Madrid S.L., located in Ríos Rosas, 54, 28003 Madrid, is the company that promotes **Art Madrid Fair** in its twentieth edition.

1. PARTICIPATION RULES AND WORK SELECTION

Recently created works will be presented, with 2022 being the deadline.

- **Paintings.**
- **Sculptures.**
- **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 if known.**
- **Photography: Only original and documented photography will be accepted.**
- **Digital art.**
- **Performance.**
- **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.

Works that have been presented in previous editions of Art Madrid may not be exhibited.

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 '25.**



2. RULES

It will be mandatory to submit the general dossier of the exhibition project for **Art Madrid'25** 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'25**, 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.

Along with the **registration form** and PDF **dossier, 5 images of each artist's work**, in jpg or tif at a minimum resolution of 2000 x 2000 dpi, and a profile image of the artist **must be included in a folder**.

KEY DATES

The application deadline is: October 7th, 2025.

Within one month from the closing date of the application, accepted galleries will be notified of their participation, and 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'25**, 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.

If the gallery wishes to make any changes to the list of proposed artists, it must notify the fair management at least one month before the start of the fair for the evaluation of the committee.

RATES

• **Application fee: €500**

* €200 + VAT will not be refundable in case the gallery is not selected to participate.



GENERAL PROGRAM

Price: €320 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: 50 single invitations + 3 VIP
- Between 31 and 35 sq.m: 70 single invitations + 4 VIP
- Between 36 and 40 sq.m: 90 single invitations + 5 VIP
- Between 41 and 50 sq.m: 110 single invitations + 6 VIP
- More than 50 sq.m: 130 single 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, 2024.
- > Second payment: 75% of the total amount, due before January 5th, 2025.

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.

Payment method

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'25** 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'25**:

- 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 their 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 cm high at most – only in light to dark shades of gray (must not be handwritten). 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.

The storage rooms built inside the booth must be closed by a door or curtain. Only works to replace those exhibited in the stand may be stored in the storage room. Works not included in the exhibition proposal approved by the fair and works by artists represented by other galleries in the current edition may not be stored.

The building of the booth and due to the favorable 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 fair 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.

For a speedier assembling and disassembling activities, the Management will coordinate entry and exit. Entry to the Fairgrounds will be in Montalbán St, No 1.

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, DIGITAL CATALOGUE, WEB

DIGITAL CATALOGUE & WEBSITE

All information about the galleries, artists and artworks of **Art Madrid'25**, will be on the website: www.art-madrid.com. The exhibitor must supply graphic materials and documentation on the dates indicated:

- 5 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

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 Ríos Rosas 54 St, 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'25** 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 X: @ArtMadridferia

f Be our fan on Facebook: Art Madrid

@ Follow us on Instagram: @ArtMadridferia

OFFICES LOCATION

Art Space Madrid S.L.

C/ Ríos Rosas, 54, 28003. Madrid, España.

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Email: info@art-madrid.com

OUR TEAM

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