



Press Release – Wrap-Up, Results, and Acquisitions

Art Madrid'25: Twenty years of celebrating contemporary art

- Art Madrid'25 has successfully celebrated its 20th anniversary, with a large public turnout and extensive media coverage.
- Sales figures exceeded those of the previous year, reflecting the growth of the market and the increasing interest in contemporary art.
- The Parallel Programme brought art to different locations throughout Madrid, transforming the city into a hub of creativity and artistic exchange.
- The Patronage Programme has rewarded emerging talent, while prominent institutional representatives have attended the fair.

Madrid, March 11, 2025. Art Madrid'25 has successfully celebrated its 20th anniversary, achieving a high level of public attendance and media coverage. Despite adverse weather conditions, **more than 20,000 visitors and over 200 accredited media representatives** confirmed Art Madrid's position as a key event in the international art calendar.

From 5 to 9 March, the Galería de Cristal in the Palacio de Cibeles hosted **34 Spanish and international galleries**, reaffirming its commitment to artistic diversity and creation. With 50% of the participating artists making their debut at the fair, the gallery program highlighted the vitality and evolution of the sector over the last two decades.

Figures That Speak for Themselves: More Art in More Collections

Art Madrid'25 has surpassed the sales figures of 2024, consolidating the demand for contemporary art and the dynamism of the market. A total of 675 works were acquired,

reflecting the diversity of the offer and the strong commitment of collectors to the participating artists.

Among these acquisitions, 39 transactions were facilitated by Art Madrid's Collecting Programme, led by art consultant Ana Suárez Gisbert, who helped collectors navigate the fair and discover new pieces.

In terms of price range, 10% of the works exceeded €20,000, while 15% were between €10,000 and €20,000. 30% were priced between €3,000 and €10,000, and 45% of purchases were for pieces under €3,000, demonstrating that Art Madrid caters to collectors of all experience levels, from seasoned buyers to those taking their first steps into the world of collecting.

With rising sales and growing interest, **Art Madrid'25 has demonstrated that art continues to expand its presence in both private and institutional collections.**

Art in motion, inside and outside the fair

Beyond the Palacio de Cibeles, the parallel program under the theme *Territorio Ciudad* **successfully extended the artistic experience throughout Madrid.** Before the fair opened, the city became a creative canvas with artistic interventions in the metro (*Arquitecturas Imaginadas*), urban poetry performances (*Dialoga Ciudad*) and studio visits (*La Quedada*), offering an intimate insight into the creative process.

Once the fair was underway, the program continued to expand its horizons with innovative projects. **Open Booth**, in collaboration with **Universidad Nebrija** and **Liquitex**, offered young creatives a space to showcase their work in a professional environment. Meanwhile, the *Raíces Afuera* performance cycle featured Josefina Bardi, Eléonore Ozanne, Valentina Alvarado Matos, Ra Asensi and Agustina Palazzo, whose performances explored themes of identity and belonging.

Moving images also played an important role with the video art cycle *Cartografías de la Percepción*, curated by **PROYECTOR**, which explored the relationship between urban spaces and their inhabitants through works that challenged perceptions of space. In addition, the *20 Grados* programme, developed within **Espacio Tétónica**, brought together ten guest artists who used augmented reality, performance and sound to explore the interaction between architecture and its inhabitants.

One of the most innovative proposals was *Ciudad Sutil* by **Susi Vetter**, which transformed Montalbán Street into a digital installation, redefining the relationship between people and their environment and inviting the public to reflect on their impact on the landscape.

Another standout feature of this edition was the participation of artist **Marta de la Fuente** in collaboration with **Lexus**. The brand successfully wrapped up its second appearance at Art Madrid, joining the celebration of the event's 20th anniversary. With the renowned artist **Marta de la Fuente**, the **Lexus RZ** was transformed into a true work of art in motion, bridging

two worlds that share sensitivity, philosophy, and passion: the gastronomy and culture of Spain and Japan.

With a diverse program, a renewed identity and an increasingly open and inclusive approach, **Art Madrid'25 has reaffirmed its position as a dynamic, accessible and constantly evolving cultural event**, strengthening its bond with art and society.

Awards, Collections, and a Residency in Italy: Supporting the Arts

Through its **Patronage Program**, Art Madrid'25 reinforced its commitment to contemporary artistic creation with three key initiatives.

The **Acquisition Award**, supported by three institutions, honored the following artists: **Colección Studiolo** awarded **Armando de la Garza**, represented by DDR Art Gallery; **Colección E2IN2** awarded the prize to **Fernando Suárez Reguera**, represented by Galería Luisa Pita; and **Devesa Law** awarded the prize to **Moisés Yagües**, represented by Galería Aurora Vigil-Escalera. This initiative ensures the preservation and promotion of the winning artists' works in national collections.

The **Emerging Artist Award**, presented by **One Shot Hotels** as part of the **One Shot Collectors** program, went to **Ana Cardoso**, represented by Galería São Mamede. This cash prize provides a crucial boost to artists at the beginning of their careers, helping them to explore new directions in their work.

Finally, the **Residency Award**, organized in collaboration with **DOM Art Residence** and **ExtrArtis**, went to **Luis Olaso** of Kur Art Gallery. Thanks to this award, the artist will take part in a one-month residency in Sorrento, Italy, in August 2025, an experience designed to encourage artistic experimentation and cultural exchange.

Because Collecting Is an Art in Itself

As part of its commitment to collecting and encouraging new acquisitions, **Art Madrid'25 introduced the One Shot Collectors program, sponsored by One Shot Hotels**. This initiative provided specialized guidance for collectors and facilitated connections between the public and works of art.

Led by Ana Suárez Gisbert, participants received expert advice on how to start or expand their collections, helping to strengthen the contemporary art market and encourage new acquisitions, while deepening the relationship between artists and collectors.

Art, Talent... and a Strong Network of Supporters

Art Madrid'25 was made possible thanks to the support of its official sponsors: Liquitex, Lexus, One Shot Hotels, Safe Creative, Universidad Nebrija and Cervezas Alhambra, whose commitment to contemporary art was instrumental in celebrating this 20th edition.

The fair also **counted on the collaboration** of PROYECTOR, CRU Cultural Platform, 9915 Asociación de Coleccionistas de Arte Contemporáneo, Colección Studiolo, E2IN2, DOM Art Residence, Devesa Law, Enviarte, Vanille Bakery Lab & Café and Pago de Cirsus, all of whom contributed to the success of this edition.

In addition, **Art Madrid'25 was supported by institutions such as** the Museo Nacional Centro de Arte Reina Sofía, Ayuntamiento de Madrid, Ministerio de Cultura y Deporte and Comunidad de Madrid, further strengthening its presence in the cultural sector.

The fair's media outreach was **made possible by its media partners**, including PAC, Gráfica, Cultura Inquieta, ArtPrice, Arte al Límite, Arte por Excelencias, VEIN, Art Facts and Bonart Cultural, ensuring that Art Madrid reached a global audience.

Ministers, Ambassadors, and Museum Directors: A Walk Through Art Madrid'25 (With a Surprise Guest)

Art Madrid'25 not only brought together artists, gallery owners and collectors, but **also welcomed representatives from institutions, embassies and museums**, confirming its role as an important meeting point for the cultural scene.

Among the institutions present were the Fundación Goethe, MAS. Museo de Arte Contemporáneo de Santander, Museo de Cáceres, Fundación Carmen y Lluís Bassat, Fundación María Cristina Masaveu Peterson, Fundación BBVA, Fundación Ankaria, Fundación Thyssen-Bornemisza Art Contemporary, Fundación Banco Santander, Fundació SETBA Zona d'Art, Fundación Telefónica, Fundación Mapfre, Fundación Enrique Ochoa, Fundación ENAIRE, Fundación Caja de Burgos, Fundación Montemadrid, Fundación Chile - España, Fundación Tara Mujeres Emprendedoras, Centro de Arte Caja de Burgos and Fundación 9915.

At an institutional level, Art Madrid'25 was honored by the presence of the Mayor of Madrid, José Luis Martínez-Almeida, alongside Marta Rivera de la Cruz, Delegate of the Government Area for Culture, Tourism, and Sports, and Borja Sémpér, Deputy Secretary for Culture and Spokesperson for the Partido Popular. Also in attendance were Luis Martín Izquierdo, Deputy Minister of Culture, Tourism, and Sports; Gonzalo Cabrera Martín, Director General of Culture and Creative Industries; and Rafael Cabrera Yagües, Director General of Programs and Cultural Activities in the Government Area for Culture, Tourism, and Sports of the Madrid City Council.

Also in attendance were María del Carmen Rodrigo Rodríguez, Director of the Office of the Government Area for Culture, Tourism, and Sports of the Madrid City Council; Fernando Casado González, Secretary General for Culture, Tourism, and Sports of the Community of Madrid; and María José Barrero García, General Coordinator of the Government Area for

Culture, Tourism, and Sports of the Madrid City Council. The fair also welcomed representatives from the Subdirectorate General for Tourism Promotion of the Community of Madrid, the Directorate of Visual Arts of the Regional Ministry of Culture, Tourism, and Sports of the Community of Madrid, and the Historical Heritage Department of the Ministry of Culture.

Additionally, representatives from various autonomous communities—including Aragón, Comunidad Valenciana, Cabildo de Gran Canaria, and Principado de Asturias, among others—attended the event.

Diplomatic presence was also significant, with representatives from the embassies of the Republic of Indonesia, Bosnia and Herzegovina, Georgia, the Republic of Uruguay, the Hashemite Kingdom of Jordan, Japan, Italy, Ukraine, the People's Republic of China, the Principality of Andorra, Brazil, the Philippines, Romania, Venezuela, the Republic of Panama, Cape Verde, the Republic of Turkey, Hungary, the Czech Republic, the People's Republic of Bangladesh, Mexico, Finland, the Republic of Korea, and the Republic of Lithuania, as well as from the Economic and Cultural Office of Taipei.

Moreover, major cultural institutions visited the fair, including the Centro Atlántico de Arte Moderno (CAAM), Colección INELCOM, Centro de Arte Contemporáneo de Burgos (CAB), Centro de Arte Contemporáneo José Guerrero, CCCB Centro de Cultura Contemporánea de Barcelona, Centro Museo Vasco de Arte Contemporáneo (ARTIUM), Instituto Valenciano de Arte Moderno (IVAM), Institut Français de España, Museo de Navarra, Museo Thyssen-Bornemisza, Museo de Arte Contemporáneo (MUSARCO), Museo Nacional Centro de Arte Reina Sofía (MNCARS), Museo de Arte Contemporáneo de Vigo (MARCO), Museo Extremeño e Iberoamericano de Arte Contemporáneo (MEIAC), Tenerife Espacio de las Artes (TEA), Casa de Colón - Cabildo de Gran Canaria, Casa de América, MAS Museo de Arte Contemporáneo de Santander, Casa Árabe de Madrid, Museo Lázaro Galdiano, Museo del Romanticismo, Centro de Arte de Alcobendas, Es Baluard Museo de Arte Moderno y Contemporáneo, Museo Barjola, Biblioteca Nacional de España, and Centro de Arte Contemporáneo de Málaga.

Amidst this long list of institutional names, there was an unexpected guest: Aitana, one of Spain's most renowned pop artists, also took the opportunity to explore the fair and enjoy its artistic offerings. Her visit came as a surprise to many attendees, who were quick to share it on social media. Did she find a piece for her collection? One thing is certain—art and music always find ways to connect.

In this special edition of Art Madrid, all the activities of the Parallel Program Territorio Ciudad have been made possible thanks to the grant awarded by the Department of Culture, Tourism, and Sports of the Madrid City Council.

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About Art Madrid

Art Madrid, a leading contemporary art fair, marks its 20th edition from March 5 to 9, 2025, at the Galería de Cristal in the Palacio de Cibeles. This year, the fair celebrates two decades of history, solidifying its position as a benchmark in the national and international art scene. For the past two decades, **Art Madrid** has distinguished itself through its commitment to diversity and the quality of its artistic offerings, drawing over 100,000 visitors in its last five editions.

The Galería de Cristal in the Palacio de Cibeles, centrally located and easily accessible, provides a unique setting that enhances the enjoyment of contemporary art. During the fair, this space becomes a vibrant hub for galleries, collectors, artists, and art enthusiasts from across the globe.

In this milestone edition, **Art Madrid** reinforces its mission to promote the art market and support collectors at both national and international levels. It also fosters cultural dialogue and champions accessibility. The fair upholds its welcoming atmosphere and commitment to innovation, positioning itself as an inclusive platform for audiences to discover the latest trends in contemporary art.