



Press Release - Collecting Program: One Shot Collectors

ONE SHOT COLLECTORS: A GATEWAY TO ART COLLECTING AT ART MADRID'25

- **Art Madrid presents One Shot Collectors, an initiative aimed at promoting art collecting on both national and international levels.**
- **Led by Ana Suárez Gisbert, a renowned art advisor specializing in valuation and market analysis, the program offers a personalized advisory service.**
- **This initiative is sponsored by the One Shot hotel chain and is designed for both seasoned collectors and those looking to acquire their first artwork.**
- **A unique opportunity to connect with the creative economy and explore disciplines such as photography, painting, and sculpture.**

Madrid, 11 de febrero de 2025. Art collecting is more than a hobby, it is a passion that transcends the mere act of owning an artwork. It involves an emotional, aesthetic, and personal journey that connects the collector with history, experiences, and the creative process of the artist. But how does one take the first step? A good acquisition begins with recognizing one's tastes and gathering information before and during the purchase. Expert guidance ensures a confident decision, enhancing both the value of the collection and the overall buying experience. This is where professional advice and expert endorsement become essential.

One Shot Collectors: Connecting the Public with Art

In this context, **Art Madrid'25** presents **One Shot Collectors**, a program sponsored by **One Shot Hotels**, returning to the fair with the mission of democratizing and encouraging art collecting. Designed for both industry professionals and new contemporary art enthusiasts,

the program aims to bridge the gap between the public and artworks, offering an accessible approach guided by experts.

The program is directed by **Ana Suárez Gisbert**, an art advisor with an outstanding career in the art market. Her expertise spans from artwork appraisal to personalized advising, helping participants find pieces that align with their tastes and budgets. Additionally, she combines her technical knowledge with a passion for sustainability, promoting responsible practices within the art market.

At **Art Madrid'25**, her insights will be crucial in guiding attendees on their journey into art collecting.

An Opportunity for All Collecting Profiles

Whether you are an experienced collector, someone looking to acquire your first artwork, or a business interested in reflecting its values through art, the **One Shot Collectors** program offers a comprehensive experience.

Participants will have the chance to explore a wide selection of disciplines, including photography, painting, and sculpture, all within an accessible price range. Additionally, the program fosters an inclusive and educational environment, providing participants with the necessary tools to better understand the art market and make informed decisions.

This combination of personalized guidance and access to a diverse selection of artworks makes **One Shot Collectors** an ideal gateway into the exciting world of collecting.

Supporting the Creative Economy

Beyond acquiring artworks, collecting is a way to support the creative economy. Each purchase strengthens the work of artists and galleries, promoting sustainability and the growth of the sector. This, in turn, fosters a cultural ecosystem where creators, collectors, and art professionals mutually benefit, driving artistic projects that generate social and economic value.

The **One Shot Collectors** collecting program not only connects attendees with art but also allows them to become active members of a community that values creativity and innovation, contributing to the sustainable development of the art market.

For additional details about **Art Madrid'25** and access to press materials, [click here](#) and please visit: www.art-madrid.com

About One Shot Hotels – Sponsor of Art Madrid

One Shot Hotels is a boutique hotel chain that champions design, creativity, and prime locations in cities such as Madrid, Barcelona, Valencia, Seville, San Sebastián, and Porto. Since its founding in 2013, the brand has built a unique identity where art, culture, and beauty play an essential role in the guest experience. Each of its hotels is designed to be much more than just accommodation; they are spaces with a soul, where aesthetics and artistic sensibility are integrated into every detail.

In line with this commitment, **One Shot Hotels** is once again a sponsor of **Art Madrid**, reaffirming its support for artistic creation in all its forms. The hotel chain sees art as a universal language that connects people and transforms spaces—a philosophy reflected in the design of its hotels, the selection of its furniture, and the layout of its interiors. Creativity and inspiration permeate every corner, offering guests an experience that goes beyond the conventional.

With an eye on the future, **One Shot Hotels** continues to grow and expand into new destinations while maintaining its dedication to art and culture. More than just a decorative element, art is part of its essence and value proposition, creating spaces where every stay becomes an aesthetic and emotional experience.

About Ana Suárez Gisbert – Art Advisor for the Program

Ana Suárez Gisbert holds a law degree from the Complutense University of Madrid, specializing in international law and the foreign trade of artworks. She is a certified appraiser and judicial expert in fine art and antiques from Antonio de Nebrija University and a partner at the [Art Value Project](#), an art appraisal consultancy.

She has carried out valuation work for major collections and insurance companies and has represented prestigious international art and design publications, including Frieze, Frieze Masters, and Gagolian. Currently, she combines her work in art appraisal with a project that merges art and sustainability, collaborating with private companies and city councils.

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.