

Six Parallel Program Activities at Art Madrid'25 That Expand the Fair's Horizons

- **Emerging talent takes center stage with projects that challenge the boundaries between the real and the imaginary.**
- **The Parallel Program activities will enrich the fair experience, both inside and outside the Galería de Cristal.**
- **Innovative projects, performances, and thought-provoking tours will come together to offer a diverse and captivating program.**
- **From augmented reality to video art, the Parallel Program will blend technology, storytelling, and experimentation, pushing the boundaries of contemporary art.**

Madrid, January 27, 2025. **Art Madrid'25**, in celebration of its 20th anniversary, will continue from March 5 to 9 with its **Parallel Program** under the title *Territory City*. Before and during the fair, this initiative invites the public to engage in artistic experiences that redefine the city and offer new ways of understanding contemporary visual practices.

The program, reinforcing the fair's commitment to innovation and accessibility, brings together emerging and established artists in a journey that transcends the walls of the Galería de Cristal, taking art to new contexts and audiences.

Technology in Urban Spaces

For instance, *Subtle City* by **Susi Vetter** will transform Montalbán Street into a stage where nature and technology intertwine. This augmented reality installation, titled *Momentum*, will explore the concept of the Anthropocene through a unique visual intervention: imaginary plants and flowers, along with the face of a human-like figure, emerging from the asphalt, blending seamlessly with the surrounding landscape.

With this piece, **Susi Vetter** challenges the viewer's perception and raises deep questions about humanity's relationship with its environment and the impact of human presence on ecological balance.

The *Video Art Cycle: Cartographies of Perception*, curated by PROYECTOR's Moving Image platform, examines the interaction between humans, architecture, and the urban landscape. Featuring a carefully selected collection of international works, this section will address the

tensions between the real and the imaginary, the natural and the constructed, prompting us to question how we perceive and inhabit our surroundings.

Pieces such as *The Divine Way* by **Ilaria Di Carlo**, *Circular Inscription* by **Lukas Marxt**, and *Breaking News: The Flooding of the Louvre* by **Tezi Gabunia** will present a visual journey that challenges architectural memory, human impact on the environment, and transformations of the landscape in the digital age.

New Generations and Contemporary Narratives

The *Open Booth Bajotierras/Sobrenubes*, led by **Nebrija University** and curated by **Luis Gárciga**, provides a platform for emerging talent, offering an experimental space where the boundaries between the real and the dreamlike blur.

Meanwhile, the *Curated Tours* by **Eugenia Tenenbaum** and **Clara González Freyre de Andrade** will guide visitors through a conceptual journey, selecting artworks that address urgent social issues and crafting an accessible narrative that connects audiences with art from new perspectives.

Identity, Territory, and Artistic Expression

The performance cycle *Roots Outside* draws inspiration from **Simone Weil's** book *The Need for Roots*, exploring belonging as a vital necessity in a world marked by fragmentation and displacement. Designed as a critical and resistant proposal, this cycle invites reflection on the relationships between individuals, their environments, and their communities.

The performances of five artists—**Josefina Bardi**, **Eléonore Ozanne**, **Valentina Alvarado Matos**, **Ra Asensi**, and **Agustina Palazzo**—will address themes of identity, belonging, and the body as a refuge against disconnection. These artistic actions will explore the possibility of reclaiming a sense of rootedness in the midst of constant displacement and how performance art can help restore communal bonds and generate new forms of belonging.

Additionally, *20 Degrees*, a series of interventions in *Tectonic Space*, will serve as a meeting point for dialogue between art, territory, and community. In this space for discussion and exhibition, creators such as **Susi Vetter**, **Helena Goñi**, **Paula Lafuente**, and **Sergio Muro** will showcase how they use artistic practices to explore the relationship between architecture and its inhabitants through augmented reality, performance, and sound experimentation.

By bridging diverse disciplines, these activities will broaden the understanding of art's impact on the urban fabric and how public spaces naturally become environments for creation.

Art Madrid'25 invites you to experience art in an expansive, unexpected, and thrilling way.

For more details on schedules and locations for each activity, visit www.art-madrid.com.

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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.