



Press Release - Interview Program

Conversations with Marisol Salanova: Art as a Bridge at Art Madrid'25

- **Art Madrid's curated interview program reaches its fourth edition, establishing itself as an essential component of the fair.**
- **Under the direction of Marisol Salanova, an art critic and curator recognized for her extensive career and innovative approach.**
- **Seven prominent artists share their creative processes and reflections through intimate and revealing video interviews, made possible through the collaboration with Safe Creative.**
- **This program aims to bridge the gap between art and the public, fostering open dialogue with critics and collectors.**

Madrid, January 29, 2025 - **Art Madrid** celebrates its 20th anniversary with the return of one of its most anticipated programs: a series of interviews that, in its fourth consecutive year, reaffirms its commitment to bringing contemporary art closer to the public, critics, and collectors. This initiative, curated for this edition by **Marisol Salanova**, invites audiences to discover the creative core of seven artists who represent the most vibrant aspects of today's art scene.

An experienced art critic and curator, **Marisol Salanova** stands out for her ability to communicate complex artistic ideas in an engaging manner and for her innovative approach. Her expertise spans from writing for specialized and general media to curating groundbreaking projects, positioning her as a key figure in contemporary Spanish art.

A Space for Exploration and Dialogue

The goal of the **Interview Program** is clear: to bridge the gap between artists and the public by revealing the stories, concerns, and creative processes that shape contemporary art. The

interviews cover key topics such as artistic inspiration, industry challenges, and how each artist interprets their place in the art world.

Through this content, **Art Madrid** seeks to connect with audiences in a personal, accessible, and insightful way.

The Artists Defining the Creative Pulse

The seven artists featured in this program share a common spirit of constant exploration and reinvention in every project.

Alexander Grahovsky, known for his chaotic yet narrative-driven style, transforms images into surreal collages that invite viewers to lose themselves in intricate details. Meanwhile, **Lil Blanc** explores gradients and chromatic transitions, capturing the fleeting nature of time in abstract compositions that evoke emotional landscapes. In a different approach, **Diego Vallejo** merges classical aesthetics with contemporary themes, crafting generational portraits through oil painting and glazing techniques that emphasize precision. Similarly, **Antonio Ovejero** employs a neo-pop *costumbrista* style, blending opulence with everyday scenes to celebrate collective memory.

On the other hand, **Gastón Lisak**, influenced by industrial design, finds beauty in anachronistic objects, questioning mass production through his concept of "mundane archaeology." Inspired by nature and territory, **Paula Blanco** utilizes organic materials to elevate raw matter into abstract structures, creating a dialogue between materiality and form. Finally, **Aurelio San Pedro** translates memory into black-and-white drawings that oscillate between abstraction and figuration, using paper as the main protagonist to evoke a sense of fleeting recollection.

All interviews will be available on the official [Art Madrid](#) website, allowing the public to engage with these conversations at any time.

Click [here](#) to visit our general press area for all available resources.

About Safe Creative

Founded in 2007, **Safe Creative** is a platform that supports creators worldwide at every stage of their careers. It offers a suite of services tailored to the needs of contemporary artists, going beyond traditional copyright registration systems.

Artists can certify their entire creative process, from initial sketches and ideas to the final masterpiece, providing a verified timeline of their work. This includes the ability to register and link the creative process with the finished piece, with each step recorded with precise timestamps. **Safe Creative** also enables artists to register their personal brand, an increasingly essential aspect in today's art industry.

The platform provides a space for artists to showcase their creations while offering licensing tools and the option to declare whether their works can be used in AI training datasets. **Safe Creative** employs multiple digital fingerprints, redundant timestamps, and blockchain technology, ensuring that proof of authorship is verifiable in any country that accepts forensic evidence, particularly those that adhere to the Berne Convention.

Today, **Safe Creative** has over 400,000 users and millions of unique registered works.

About Art Madrid

Art Madrid, a contemporary art fair, will celebrate its 20th edition from March 5 to 9, 2025, at the Galería de Cristal in the Palacio de Cibeles. This year, the fair commemorates its 20th anniversary, solidifying its status as a benchmark in both the national and international art scene. Over the past two decades, it has distinguished itself for its commitment to diversity and the quality of its artistic proposals, attracting over 100,000 visitors in its last five editions.

The Galería de Cristal in the Palacio de Cibeles, with its prime location and excellent accessibility, provides a unique setting that enhances the experience of contemporary art. During the fair, this space transforms into a vibrant meeting point for galleries, collectors, artists, and art lovers from around the world.

In this special edition, **Art Madrid** reinforces its mission to promote the art market and art collecting at both national and international levels while fostering cultural dialogue and accessibility. The fair upholds its welcoming atmosphere and commitment to innovation, positioning itself as an inclusive platform where all audiences can explore the latest trends in contemporary art.