



Press Release – Parallel Program

## Art Takes Over the City: The Parallel Program of Art Madrid'25

- Art Madrid celebrates its 20th anniversary with the conceptual theme *Territorio Ciudad*, transforming the city into an artistic stage.
- The Parallel Program showcases a range of inclusive activities that celebrate the talent of women creators.
- The fair presents an array of experiences, including performances, curated tours, metro station interventions, augmented reality installations, and international video art.
- By doing so, Art Madrid strengthens its position as a vital cultural player. It connects local and international artistic communities while championing accessibility and sustainability.

Madrid, January 22, 2025. *Territorio Ciudad: where art seamlessly integrates with everyday life.* This year, **Art Madrid** is clear: art doesn't just happen inside a fair—it's everywhere. The Parallel Program of this 20th edition has a clear mission: to transform public spaces into stages, canvases, and meeting points for all.

The **Parallel Program** of **Art Madrid'25** serves as a statement of intent: contemporary art must transcend the fair's boundaries to become an integral part of urban life. And this year, it does so with vigor.

As it celebrates its 20th anniversary, **Art Madrid** boldly commits to decentralizing and democratizing access to art through its conceptual theme, *Territorio Ciudad*'

This program invites us to rethink the interactions between public spaces, the communities that inhabit them, and the artistic practices that emerge from them. It goes beyond placing art in public spaces—it fosters connections, breaks barriers, and creates environments where creativity is accessible to everyone.

## A Concept That Resonates

This **Parallel Program** of **Art Madrid'25** doesn't aim to merely make noise; it arrives with intent and clear objectives that make it unique. After all, what is the purpose of art if it doesn't touch people?

One of its primary goals is to decentralize and democratize access to art. It takes art beyond traditional walls, integrating it into daily life—onto streets, metro stations, and every corner of the city. It also aims to educate, raise awareness, and inspire, asserting that art is meant not only to be admired but also to stir, inspire, and provoke deep reflections.

Finally, it celebrates diversity, giving prominence to women creators and building bridges between communities. Above all, it highlights art as a powerful tool for connecting people and realities.

## 20 Years of Art: Shaping the Future

After two decades of history, **Art Madrid** could rest on its achievements. But that's not our way. The **Parallel Program** envisions a future where art is accessible to everyone. It celebrates the connections that unite us and reinforces the limitless potential of culture..

**Art Madrid'25** embraces an inclusive and sustainable vision, reaffirming its status as a leading fair. It positions itself as a vital platform for cultural dialogue, fostering connections between local and international artistic communities.

Soon, we will share more details about the activities, protagonists, and ways to participate. But for now, one thing is clear: this March, the city becomes art, and you become part of this experience.

## A Closer Look at the Parallel Program Activities

When we say that **Art Madrid'25** transforms the city, we mean it. The **Parallel Program** comes to life through tangible actions that embody the Territorio Ciudad theme: performances, curated tours, immersive installations, and transformative gatherings.

### Before the fair

- **Dialoga Ciudad** (February 28): Poetry in motion. Ajo and Peru, as well as Helena Mariño and Enri La Forêt, transform public spaces into poetic stages where the mundane meets the sublime.
- **Arquitecturas Imaginadas** (February 28): Metro stations are reimagined through the creative interventions by artists such as Ana Matey and Domix Garrido, merging art and transit spaces.

- **La Quedada** (March 1-2): An exclusive chance to step into the studios of artists like Boa Mistura, Mateo Maté, and Todoporlapraxis, offering an intimate look at their creative processes.

### **During the fair (March 5-9)**

- **Ciudad Sutil:** Susi Vetter presents an augmented reality experience on Montalbán Street, blending visible elements with an invitation to explore the unseen.
- **Open Booth:** In collaboration with Nebrija University, this space gives emerging artists the chance to showcase their works within the professional circuit.
- **Raíces Afuera:** Five female artists delve into themes of belonging and disconnection through a series of intimate and evocative performances.
- **Lecturas: Recorridos comisariados:** Curators Eugenia Tenenbaum and Clara González Freyre de Andrade guide visitors through curated itineraries that reveal fresh perspectives on contemporary art.
- **Espacio Tectónica:** This versatile space within the fair hosts an international video art cycle curated by Mario Gutiérrez Cru, featuring renowned artists such as Yuchi Hsiao and Ilaria Di Carlo. Complementing this is the 20 Grados section, showcasing ephemeral interventions by talents like Helena Goñi and Amaya Hernández.

These activities aim to foster connections between people, environments, and cultures. At **Art Madrid'25**, the city, art, and you have a date.

### **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.

