



## Press Release - Open Booth x Universidad Nebrija

### Open Booth x Universidad Nebrija: Empowering Emerging Artists at Art Madrid'25

- **Art Madrid'25 reinforces its support for up-and-coming artists with the second edition of Open Booth, an exclusive space dedicated to showcasing young talent.**
- **Art Madrid and Universidad Nebrija, with support from Liquitex, launch Open Booth as a platform connecting Fine Arts students with the contemporary art scene..**
- **Open Booth offers Fine Arts students real-world experience at an art fair, connecting them with collectors, curators, and gallerists.**

*Madrid, February 13, 2025.* In an art world often dominated by galleries and established names, **Art Madrid** champions freshness, experimentation, and new voices. Celebrating its 20th birthday, the fair reinforces its commitment to emerging talent through **Open Booth x Universidad Nebrija**, a space designed for artists in training who have yet to gain gallery representation but are determined to make their mark on the art scene.

This program, now in its second year, serves as a true springboard for creators seeking their first major opportunity. A white cube, 22 square meters, and one challenge: to transform the space with an original proposal that engages with this year's central theme, *Territorio Ciudad*.

With the support of **Liquitex**, the world's leading professional acrylic brand, **Open Booth x Universidad Nebrija** provides a space where artists can experiment freely and gain visibility among both the public and art professionals.

## An Artistic Laboratory at the Heart of the Fair

Fine Arts students from **Universidad Nebrija** present *Bajotierras/Sobrenubes (DEL OSO, UN PELO)*, a collective installation exploring the relationship between city and territory. Led by professor and artist **Luis Gárciga Romay** and supported by **Liquitex**, the project examines how the environment evolves and how we navigate the intersection of urban and natural spaces through geometry, landscape, and scale.

The booth is divided into four interconnected spaces:

- *Avalancha*, inspired by the mountains and the river, features objects shaped by the passage of time;
- *Constelar*, where floating lamps evoke memory and aspiration;
- *Mar(ejada) Madrid*, a conceptual shore designed for contemplation and dialogue; and
- *Un Oso Llamado Tergiverso*, a series of pieces reimagining the city as an ever-changing organism.

With this project, students not only exhibit their work but also create a living stage where art engages with the present and the future.

This approach embodies the spirit of **Art Madrid**: a dynamic event that not only showcases established art but also champions what is yet to come. *“Art cannot remain stagnant. It needs to breathe, evolve, and open itself to new forms of expression. With **Open Booth x Universidad Nebrija**, we provide space for emerging creators who, despite being at the beginning of their journeys, have much to say and an enormous capacity to surprise,”* states the fair’s organizers.

## A Space for Connection and Opportunity

This program is not just an exhibition space but also a meeting point for artists, curators, collectors, and the public. By integrating this experience within the fair, **Art Madrid** once again breaks down traditional barriers between creators and the market, offering an environment where emerging creativity can be discovered and appreciated by key players in the art sector.

With **Open Booth x Universidad Nebrija**, **Art Madrid’25** becomes a stage where emerging talent is no longer a promise but a reality.

Celebrating its 20th anniversary, **Art Madrid** reaffirms its role as an accessible, dynamic fair committed to artistic diversity. With 34 national and international galleries, a bold parallel program of activities, and proposals that open new dialogues between art and society, the fair continues to serve as a space where art is not only exhibited but experienced.

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

## About Universidad Nebrija

**Universidad Nebrija** is a leading academic institution known for the high employability of its students, strong connections with the business world, an international approach to education, and a focus on research.

The Nebrija model centers on personalized education: each student is guided throughout their academic journey to become the best professional and individual they can be. Nebrija students learn by doing, acquiring key professional skills demanded by modern businesses. Its high standards for both students and staff have earned **Universidad Nebrija** recognition in top national and international rankings.

Based in **Madrid**, the university has over **13,000 undergraduate and postgraduate students** and nearly **50,000 alumni worldwide**.

## About Liquitex

**Liquitex**, the world's leading professional acrylic brand, joins **Art Madrid'25** as a sponsor, supporting artists and contemporary creation through the second edition of **Open Booth x Universidad Nebrija**. For this reason, in the fair's 20th edition, Liquitex reinforces its mission to help everyone unleash their creative energy, inviting artists to imagine and tell stories through art.

The American brand **Liquitex** proudly celebrates its recent **B Corp Certification**, joining a global community of businesses with a shared purpose. This achievement highlights the brand's long-term commitments to artistic excellence, sustainability, and social responsibility through its support of various communities, including artists, employees, and local groups. Liquitex continues to work tirelessly on new projects and product development, staying true to its principles of innovation and quality while aiming to be a positive force for societal and environmental change.

For more information about Liquitex and its commitment to sustainability, visit:

<https://www.liquitex.com/row/sustain/>

## 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.