

# ARTIST

contemporary art fair

2020

EXHIBITOR guide



ESPACIO VILLANUEVA | calle del CID St. 8, MADRID

ART  
WITHOUT  
LIMITS

26 February  
to 1 March | 2020

CONTEMPORARY  
ART FAIR

1<sup>st</sup> edition

MADRID - SPAIN

[www.artistmadrid.com](http://www.artistmadrid.com)



**ARTIST** presents a new approach to an inclusive Art Fair for all professionals in the sector. It is especially aimed at artists and galleries who are looking for a new setting where their creations can be discovered and made visible, removing the barriers of intermediaries found in traditional exhibition spaces.

This allows for increased proximity for the artists to share their works directly with the public, thereby achieving one of the Fair's objectives: **ART WITHOUT LIMITS**.

This means that the artists represent themselves, connect with the public, express and communicate their work with their own words, without commissions or intermediation costs, a factor that will motivate and facilitate the acquisition of their works. This will create a new dynamic in the relationship with the public, which will also attract a new approach to collecting.

**ARTIST** is an excellent opportunity for artists, both established and new, who want to make their work visible during the Madrid Contemporary Art Week (26 February to 1 March 2020), one of the moments of the year when Madrid becomes the capital of international contemporary art. When prestigious International Fairs converge simultaneously: ARCO, Art Madrid, JustMAD, Hybrid, ...

All in an innovative setting, ready to become the new reference point for art and its approach to the public.

The logo for ARTIST, featuring the word "ARTIST" in large, bold, yellow and blue letters.A red circle containing the text "ART WITHOUT LIMITS" in white, bold, sans-serif letters.

# about **ARTIST**

**ARTIST** offers a new opportunity for artists who want to make their work visible in national and international art circuits independently, without any kind of intermediary. In this way, we make it easier for collectors and the general public to access their work without the limits or barriers that exist in traditional spaces. It is a chance for their work to be recognized and valued without any limits.

**ARTIST** is aimed at both established artists and new talents seeking to make their way into the artistic sphere in a versatile and varied setting. Supporting and offering them the opportunities they do not find in the current "world" of art.

With a unique and intimate exhibition space, the first edition of **ARTIST** will be held in the exclusive Espacio Villanueva located on Calle del Cid 8 in Madrid – Spain -, which can host more than 100 exhibitors.

## a **DIFFERENT** approach....



**ARTIST** comes as a response to the difficulties currently experienced by countless artists in the development of their professional careers. Experiences that, as artists themselves, the founders and creators of **ARTIST** have encountered first-hand during their own professional careers.

The challenge of entering the art scene in a context where very few art galleries have survived, as well as the impossibility of participating in Fairs where only a few exhibitors are accepted, and the high costs of participating in alternative events, etc. are just some of the numerous obstacles that hinder the artist's complicated career path today.

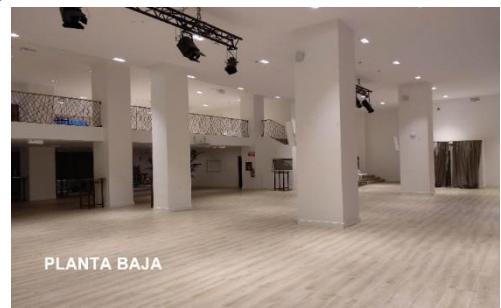
In this context, which may not be very well known to the general public, but is very close to art professionals, ARTIST has broken through in order to live and experience ART WITHOUT LIMITS once again. In short, to make it easier for artists to reach the privileged moment of sharing their work with the public.

## ...during the MADRID CONTEMPORARY **ART** WEEK

**ARTIST** will take place during the **Madrid Contemporary Art Week** (26 February to 1 March 2020), when the capital of Spain becomes an international showcase, held simultaneously alongside prestigious art fairs: ARCO, Art-Madrid, JustMAD, Hybrid, ...

We offer a great attraction for everyone, from collectors to art enthusiasts, who will be present in the city to enjoy this great event of the international art scene.

**ARTIST** held in Madrid, next to the centrally located **Plaza de Colón Square**. On a **1200 m<sup>2</sup>** exhibition area with a capacity for **100 exhibitors**



## ... in a SPACE located in one of the most exclusive areas of Madrid

**ARTIST** 1<sup>ST</sup> edition is held in **Espacio Villanueva**, located at the 2 del Cid St. in Madrid – Spain, in the **heart of the Salamanca district**, one of the most exclusive areas of the capital. Located a few meters from **Plaza de Colón**, between **Paseo de Recoletos – Castellana** and **Calle Serrano** (next to the **National Library**). Within an area of more than **1200 m<sup>2</sup>** exhibition surface over two open floors with a modern and avant-garde design, and its own parking.

The space is also located in a exclusive museum area of Madrid: "**Triangle of Art**": **Museo del Prado**, **Museo Thyssen-Bornemisza y Museo Reina Sofía**. Each exhibitor will have a **separate space** defined as a stand, so that each artistic offering can enjoy an **independent area** with its own lighting and the usual features of a Fair. In addition, a **shared storage** area will be set up to house additional works and material belonging to each exhibitor. A conference room with a **100-person capacity** will be available for talks, conferences or presentations that will form part of the **ARTIST's activities program**. The conference room will also be available for sponsors to use for exhibition/commercial purposes during the event **ARTIST**.

### location & urban transports



3 mins. walking from **Plaza de Colón Sq.**  
2 mins. walking from **Recoletos-Castellana St.**  
2 mins. walking from **Serrano St.**



Car Park



Colón - Serrano



Recoletos

Buses : 1 - 5 - 9 -14 -19 - 21 - 27 - 45 – 51  
53 - 74 - 150

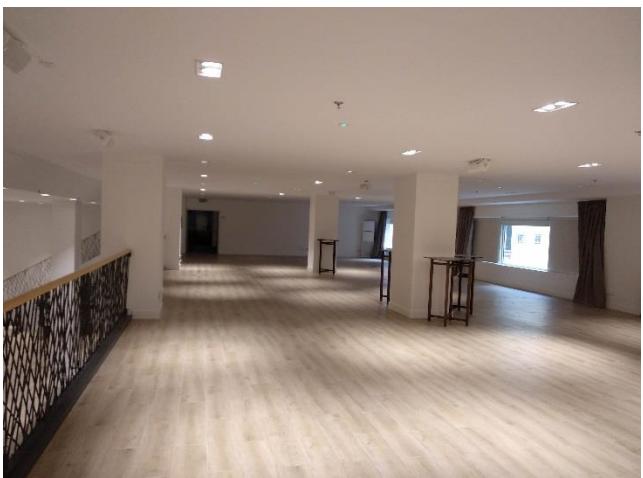
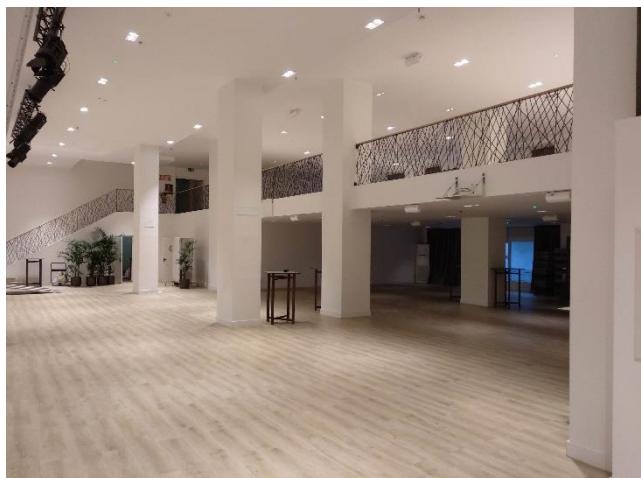
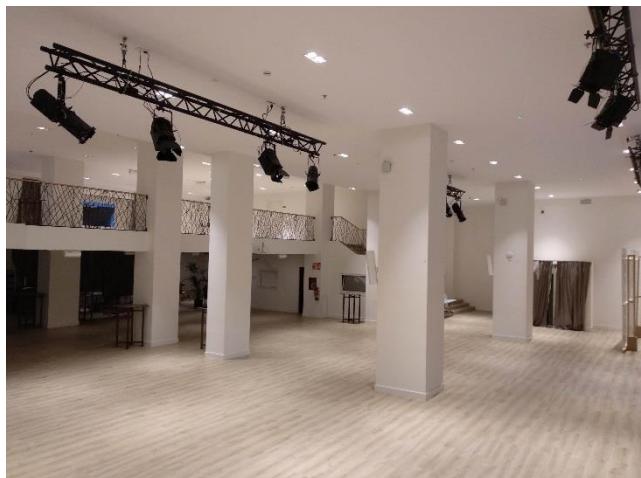
**Espacio Villanueva**  
8 del Cid St. , 28001 Madrid

### General admission

Wednesday, February 26 2020, 15:00-21:00 h  
Thursday February 27 2020, 11:00-21:00 h  
Friday, February 28 2020, 11:00-21:00 h  
Saturday, February 29 2020, 11:00-21:00 h  
Sunday, March 1 2020, 11:00-20:00 h

the new space **ARTIST**

espacio VILLANUEVA – del Cid 2 St. - Madrid



1200 m<sup>2</sup>  
distributed in  
spacious exhibition  
halls

**ART**  
**IST**  
2020

# COMMUNICATION CAMPAIGN

- Media presentation
- OFF-LINE Campaign
- ON-LINE Campaign



We will begin our exposure to the public with a presentation to the media in Madrid, in which we will share our image as well as the new concept of the Fair we are projecting.

This way, coverage of the Fair will be echoed by the media present for publication and circulation in newspapers, specialist magazines, radio, television channels, online media and professional blogs.

In addition, the **ARTIST** team will develop a promotion and advertising strategy through both separate channels: offline and online.

## OFF-LINE Campaign

A visual communication campaign will be launched using offline media. We will distribute printed material in hotels, cultural organisations and places of cultural and tourist interest. We will also send personalised invitations to galleries, collectors and specialised press agents..

## ON-LINE Campaign

Through the main national and international social networks, digital networking on art platforms and in specialist magazines, as well as the development of content and coverage on our own website.

## Our brand and logo: a Little history



After weighing up various possibilities, we asked ourselves what or who was the real protagonist of our Fair. For us there were no doubts: the **ARTIST** was the main focal point. Our brand and logo should therefore also project our feelings towards the person who constitutes the fundamental figure of the Fair: the **ARTIST**.

The name ARTIST, with its global and accessible meaning in any language, was the ideal word to reflect this sentiment. In addition, we included the longed-for "red dot", ●, which indicates "sold". This is because we know and feel what this means for the artist, not so much in economic terms (... but also), but above all in terms of the satisfaction of having connected with the feelings of the client and having shared with him/her a part of the artist's personal and creative expression.

# CALL FOR SUBMISSIONS AND SELECTION

## HOW TO PARTICIPATE in **ARTIST** ?

The uniqueness of the space together with the exclusivity of the urban environment where the fair takes place, as well as the novel approach of the Fair, provide an excellent opportunity to enter the art circuit.

**ARTIST** is aimed at artists, galleries and collectives that work with painting, sculpture, drawing, original graphic work, photography, digital art and other visual arts. The Artistic Selection Committee appointed by the **ARTIST** team will judge and select the submissions received. The originality and quality of each submission will be evaluated above all.

Galleries that, for their artistic background and sensibilities, offer a submission in line with the Fair's objectives will be considered.

## WHAT BENEFITS DO YOU GET ?

For established artists and emerging talents: **ARTIST** offers a week in which thousands of people visit Madrid who are interested purely in ART, during which you will be able to display your works directly.

Sales will be made without intermediation or commissions. It will be a unique opportunity to get in contact with collectors, galleries, the general public, as well as institutions or organisations interested in the acquisition of works. The exhibition space may be adapted according to each person's needs.

In addition, during the pre-Fair phase you will have our support for the selection of the works, their arrangement in your space, as well as the necessary advice for your "mise-en-scène".

### EXHIBITOR **BENEFITS**

- ✓ **Your work on display:** during the 5 days of the Fair, in front of thousands of people during the Madrid Contemporary Art Week.
- ✓ **Sales without intermediaries:** sale price without commission or intermediary costs
- ✓ **Relationships and contacts:** introduce yourself and have direct contact with the public, collectors, galleries, ...
- ✓ **Communication campaign:** in media and through social networks
- ✓ **Advice and support:** from an organisation that lives, feels and knows the "reality" of the artist (we too are artists).

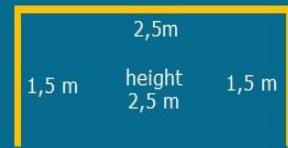
## RATES FOR SPACES

**Premium space – stand 8 linear metres** Price **2500 € + VAT (10%)**

(\*) ubicados en cabecera de pasillos, lateral con doble exposición lineal



**Type A space – stand 5,5 m linear metres** Price **1500 € + VAT (10%)**



**Type B space – stand 3m linear metres** Prices **1200 € + VAT (10%)**



Fees also include: stand identify sign with your name, led lighting and wiring, WIFI, security, cleaning services, liability insurance, catálogo on-line.

## APPLICATION PROCESS

The application process to participate in **ARTIST** is as follows

1. Send your registration request through our website (until 17/12/2019): registration form [formulario inscripción](#)
2. Within 24–48 hours, after your submission has been evaluated by our Artistic Committee, you will receive a reply if you have been accepted, together with the terms and conditions of participation.
3. First payment of 50% of the chosen space within 10 days after your acceptance
4. Second payment of 50% of the chosen space before December 15, 2019



If you are interested in being part of the ARTIST 2020 Contemporary Art Fair,  
please complete the following registration form.

Our Artistic Selection Committee will evaluate your submission and we will  
contact you within 24–48 hours.

[click here >>](#)

### [APPLICATION FORM](#)

For any questions, please get in touch with our by phone or e-mail to [info@artistmadrid.com](mailto:info@artistmadrid.com)

founder members - **ARTIST**

Moisés Bentata

[mbentata@artistmadrid.com](mailto:mbentata@artistmadrid.com)

+34 616616909

Abraham Benzadón

[abenzadon@artistmadrid.com](mailto:abenzadon@artistmadrid.com)

+34 609161226

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[www.artistmadrid.com](http://www.artistmadrid.com)