

Beat: Arts

## ARCO Madrid celebrates its 35th anniversary

### Contemporary Art Fair

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**USPA NEWS** - A total of 221 galleries from 27 countries are participating in the 35th edition of the International Contemporary Art Fair (ARCO) held in Madrid. Of these, 167 belong to the 'General Programme'; 18 galleries, a 'Solo Projects', and 18, the 'Opening' program.

To them, as a novelty, some thirty big names in international gallerism, which make up the commemorative program "Imagining Other Futures" are added. This edition of ARCO is "unique in its strategy to renew and promote the fair as main platform of the art market," the organization said. For this, among other things, it incorporates for the first time to its traditional program a selection of young collectors, who have been invited along with 250 from 33 countries that make up the program 'Collectors'.

Fair pays tribute to Madrid on the project 'Year 35'. Madrid, proposed interventions in different contemporary art spaces and institutions of the city, becomes the protagonist of an issue that, for the first time, does not have a guest of honor country, precisely to not downplay the capital of Spain. ARCOMadrid will be held from 24 to 28 February with a single edition that gathers, exceptionally, to a selection of big names in international gallerism so far had not agreed together at the fair.

Galleries that have been present in ARCOMadrid throughout his career and who have been invited, on the occasion of its 35th edition, to participate in the 'Imagining Other Future', for quality, for its essential role in the international market contemporary art and its contribution to ARCOMadrid. This tribute to the fair itself is a complement of programs presented by 167 galleries selected by the Organizing Committee on the 'General Programme', 18 of 'Opening' section and 18 of 'Solo Projects'.

All of them make up a total of 221 galleries from 27 countries representing the art scene in these 35 years, linking the past to the Fair with emerging artists of the future. In fact, "this issue again ratified as a reference for research, discovery and knowledge of new creative talent," say the organizers. In this regard, 98 galleries present projects of individual artists or dialogue in its stand.

This is an extraordinary call Madrid attracting collectors, curators, museum directors, gallery owners, artists and professionals from around the world that will make the show in a unique and essential event on the international calendar. One issue that is characterized by the quality and selection of content, as well as its strong international profile, which this time reached 71% of foreign galleries, with considerable Latin American presence -47 galleries from 10 countries, representing 26% the internationally segment-, which consolidates ARCOMadrid as a meeting and exchange between Europe and Latin America.

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