

**JUSTMAD 9 NEWS:
NEW ART DIRECTION, VENUE AND COMMITTEE**



JustMad, Madrid's emerging art fair, will hold its ninth edition from February 20 through February 25, 2018, in Casa Palacio Carlos María de Castro, centrally located on Calle de Fernando El Santo, 14. The new art direction team, which includes noteworthy Spanish curators Semiramis González and Daniel Silvo, has shaped the fair around the concept of the Encounter between Europe and Latin America. It aims to attract innovative and edgy galleries that are stepping outside the box on both sides of the Atlantic.

THE VENUE

The new art directors want the upcoming edition to evoke the spirit of past art fairs, where the galleries exhibited their works in a unique space, like JustMad2, held in a palace on Calle Velázquez. They decided on Casa Palacio Carlos María de Castro as the future venue for JustMad9. The space is conveniently located on Calle de Fernando El Santo, distributed between two floors that will hold up to 50 galleries, a conference room on the ground floor, and a garden with old stables, which will house one of the exhibits.

SELECTION COMMITTEE

The art direction team has formed a **Selection Committee** to attract **collectors and galleries** from all over the world to the upcoming edition.

Collectors participating in the committee include: **Pilar Citoler**, an influential Spanish patron of contemporary art and owner of a collection boasting over 1,200 pieces; **Oliva Arauna**, belonging to the generation of influential female Spanish gallery owners; **Guillermo Rozenblum**, patron of the arts from Argentina, Director of the Rozenblum Foundation; **Norberto Dotor**, a prominent gallery owner in Madrid thanks to his project, Fúcares Gallery; and **Basola Vallés**, art collector and executive committed to

acquiring works of emerging artists.

Galleries taking part in the committee include: Madrid gallery **Herrero de Tejada**; Paris gallery **Loo & Lou Gallery**; and **SCAN**, a platform for promoting Spanish and Latin American contemporary art.

SECTIONS

JustMad9 is curated with a focus on the concept of the **Encounter between Europe and Latin America** and will be organized into the following sections: **General Program**; **Brand New**, a commissioned section for newly established galleries with innovative programming, to introduce them to the gallery circuit through JustMad; and **Solo Project**, which will give galleries the opportunity to dedicate their stand to a single artist's oeuvre.

Lastly, in the anticipated **Context** section, curators **Octavio Avendaño** from Mexico and **Inez Piso** from the Netherlands will bring together European and Latin American galleries in a joint space to open a common dialogue.

Octavio Avendaño was the Director/Co-founder of the Coloquio Iberoamericano de Crítica de Arte [Ibero-American Colloquium of Art Criticism] (CICA 2014), and in 2014 he was invited to participate in the first generation of the Escuela de crítica de arte [Art Critic School]/ Siqueiros Project. He was the Associate Curator of the Museum of Modern Art in Mexico City. He currently directs the critical writing workshop at Museo Jumex and is researching contemporary art in Costa Rica for the Luciano Benetton Foundation.

Inez Piso has worked as an exhibit coordinator at Reina Sofía National Museum and at CA2M. She is currently a curator at Schloss Ringenberg in Germany.

Download images: <http://bit.ly/2sKQMe6>

JUSTMAD9

20-25 February 2018

Casa Palacio Carlos María de Castro

calle de Fernando El Santo, 14. Madrid. SPAIN

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