

# UVNT'24 ART FAIR

## 7-10 MAR



[UVNT-ARTFAIR.COM](http://UVNT-ARTFAIR.COM)





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# ABOUT UVNT ART FAIR

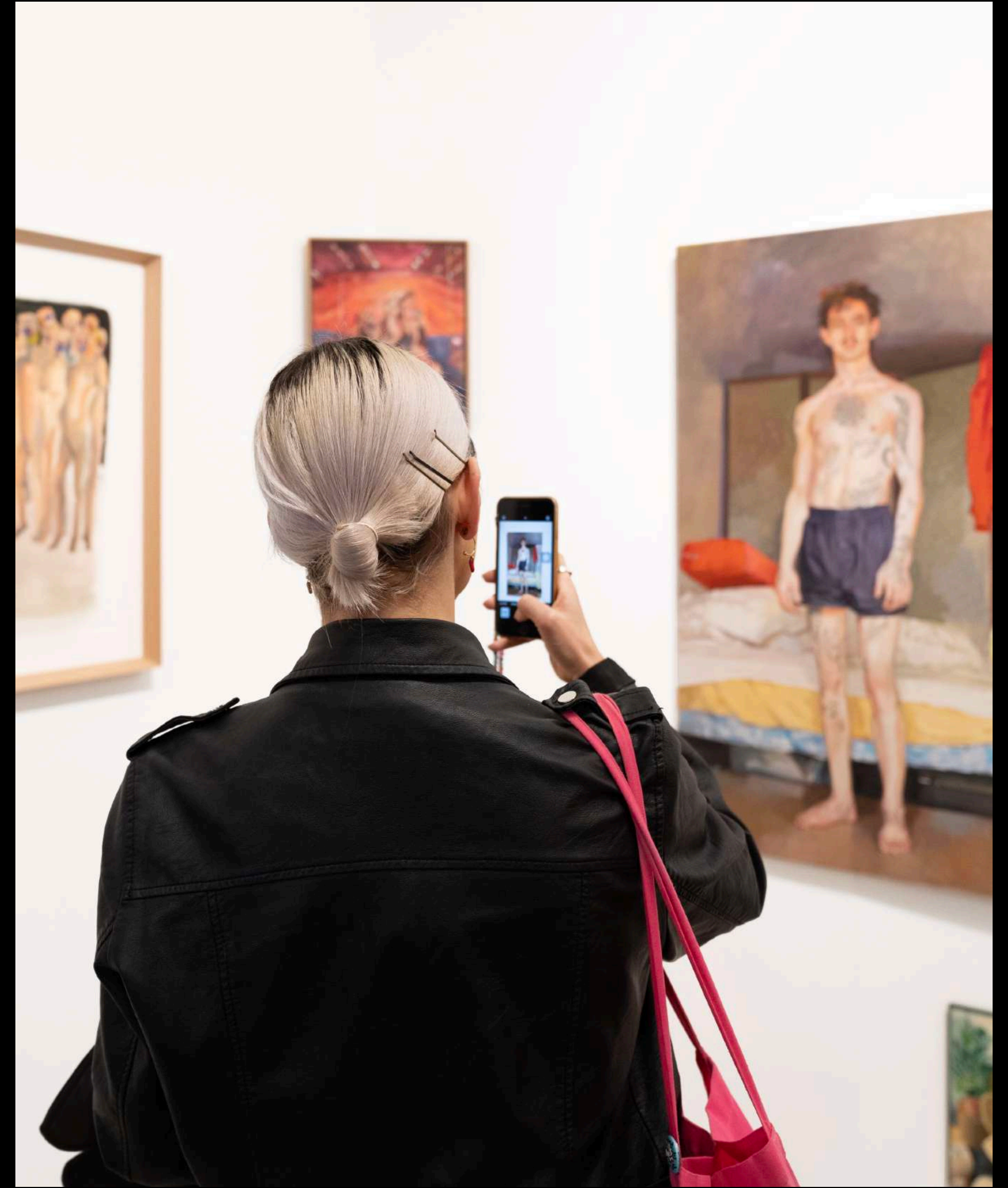


UVNT Art Fair 2023 was a showcase of national and international art galleries, united by a shared vision to reimagine the cultural landscape through Contemporary Art. With a thoughtfully curated collection of works, the fair aimed to stay abreast of new artistic trends and evolve alongside them. This commitment to remaining fresh and innovative defines the fair's approach, and ensures that each year brings a new and exciting experience for all who attend.





Throughout the past 7 editions, we have continuously exhibited the most notable artistic talents of the Contemporary Art scene, which has attracted a growing audience. Our aim is to sustain our position as an ambitious and astute project, by presenting a curated selection of up to 40 galleries as well as a Young Galleries section that spotlights new galleries dedicated to discovering and promoting emerging artists.





UVNT boasts a curatorial team that collaborates closely with participating galleries to create a cohesive exhibition proposal that spans the entire space.





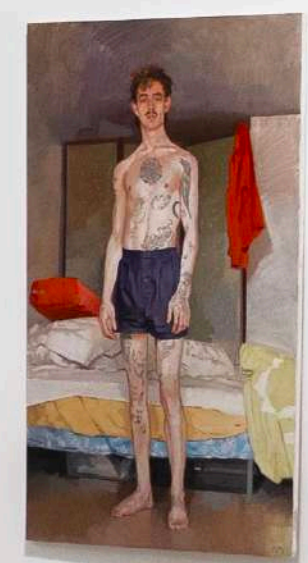
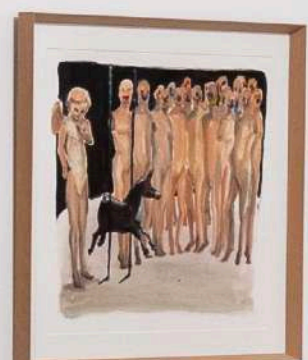
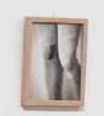
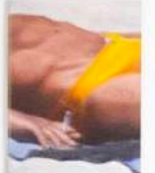


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MADRID, ESPAÑA  
ARNICHES  
26

5

BARCELONA, ESPAÑA  
ALZUETA  
GALLERY



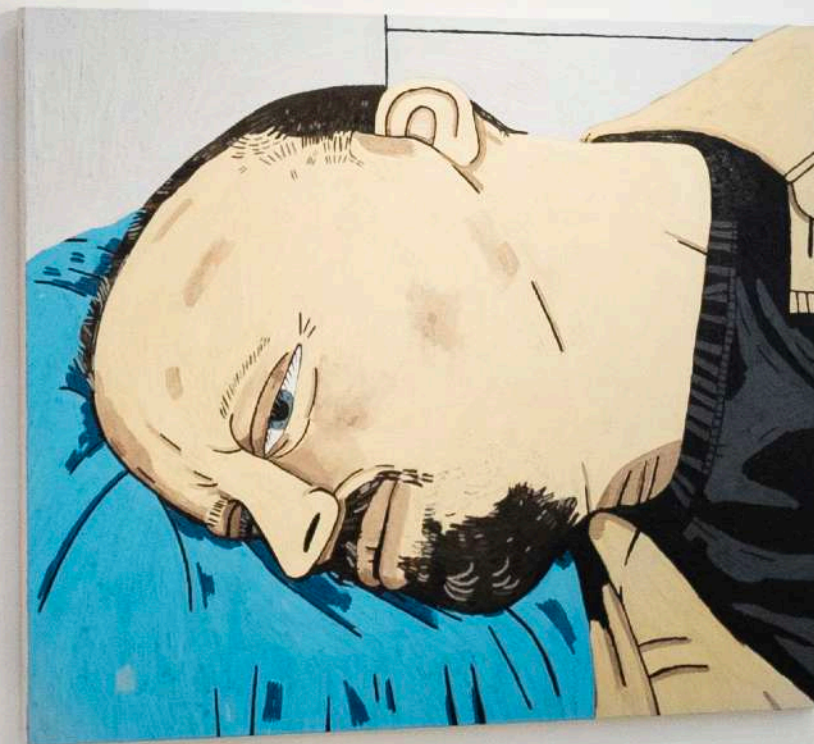
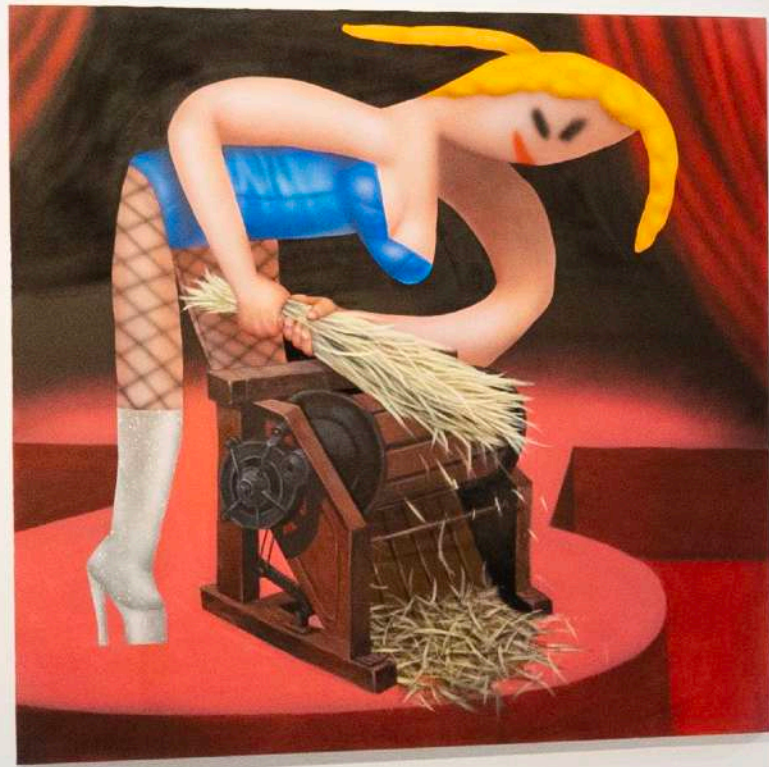


**More than 100 galleries have participated.  
From which a 54% are internationals.**



Alzueta Gallery (Madrid)	Galería Trinta (Santiago de Compostela)	Mobius Gallery (Bucarest)
Aout Gallery (Beirut)	Galería Yusto/Giner (Madrid)	Moosey (Londres / Norwich)
Arniches 26 (Madrid)	Gallery RED (Palma de Mallorca)	My Name's Lolita (Madrid)
BlueyBluey (Londres)	Golden Hands Gallery (Hamburgo)	Pictorum Gallery (Viena)
C+N Gallery CANEPANERI (Milán)	Gärna Art Gallery (Madrid)	Renace Contemporary Art (Baeza)
Cerquone Gallery (Caracas / Madrid)	JPS Gallery (Hong Kong)	Swinton Gallery (Madrid)
Cohle Gallery (Menorca)	La Bibi Gallery (Palma de Mallorca)	The Curators Room
Di Gallery (Sevilla)	La Causa Art Gallery (Madrid)	(Amsterdam / Barcelona)
Gabinete de Dibujos (Valencia)	La Gran (Madrid) + Espacio Líquido (Gijón)	Victor Lope Arte Contemporáneo
Galeria Herrero de Tejada (Madrid)	La Plataforma 2 (Barcelona)	(Barcelona)
Galerie Heike Strelow (Frankfurt)	Lage Egal (Berlín)	Wadström Tönnheim (Marbella)
Galería Llamazares (Gijón)	Larriot Collective (Londres)	Zawahra Alejandro (San Juan *PR*)







**In 7 years more than 550 artists  
have been represented at the fair  
and received more than 65.000 visitors.**





**SALES**



The galleries participating in the seventh edition of UVNT Art Fair sold an average of 70% of their stands, with some of them completely sold out. Artists such as Javier Ruiz, Studio Lenca, Paco Pomet, Illán Argüello, Srger, Max Weiss, Shinkichi Hiroshima or Jorge Hernández were the best selling artists of this edition.







# CURATED PROGRAMS



## Public Art Program

For the past seven years, UVNT has partnered with the Madrid City Council to curate a public art program featuring installations and a digital art program at the heart of the city. All participating galleries are invited to submit proposals for the Installation Program, which offers the opportunity to showcase the work of one of their represented artists in the city center for two weeks leading up to the fair.





## Public Art Program

We are dedicated to promoting innovation in both art and digital culture, and work closely with digital artists' studios to exhibit their work on over 100 screens throughout Madrid. Participating galleries are also invited to showcase the work of their artists on these screens.









## Digital Art Program

We are dedicated to promoting innovation in both art and digital culture, and work closely with digital artists' studios to exhibit their work on over 100 screens throughout Madrid. Participating galleries are also invited to showcase the work of their artists on these screens.







JCDecaux

al UVNT Art Fair x Las Rozas Village | Con:  

Información de Autobuses

Parada	599	62	75	138
Linea	599	62	75	138
Destino	...	...	...	...
Horario	...	...	...	...

5€



## UVNT Mahou Talks

Our UVNT MAHOU TALKS program brings together a diverse group of national and international speakers from various cultural fields to discuss new artistic discourses, collecting, design, conservation, and topics related to the art market.

Among the speakers were personalities such as Ela Fidalgo, Manuel M. Romero, Javier Sainz de los Terreros, El Barroquista, Alejandra Castro Rioseco and Dorian Batycka.

Each year, we choose an architectural firm to transform the space designated for the Talks into a site-specific and immersive space.





UVNT ART FAIR

Mahou  
☆☆☆☆☆







# COLLECTOR PROGRAM



UVNT is backed by major art collections and institutions, including:

MER Collection  
Colección SOLO  
Casa de Indias  
Kells Collection  
MIA Collection  
Bassat Fondation  
Fondation Montresso\*  
Piramidón Residency  
Nadine Fondation

These entities provide acquisition, production, and residency prizes to artists and galleries featured at the fair.





Our UVNT Collectors Program is designed to create meeting points and foster discovery of artists, galleries, and leading figures in the Contemporary Art scene. It offers an opportunity to experience what's new in the world of contemporary art and celebrate the vibrant vitality of our cultural landscape.

This program is thoughtfully designed to enhance the overall visitor experience at the fair, and features the involvement of prominent national and international collectors, curators, museum directors, and art advisors.





In our seventh edition we organized events so that our collectors could get to know and enjoy the city as much as possible. Below you can see some of the events we organized last year.





## UVNT Afterparty

The UVNT Art Fair's opening ceremony continued its celebration at Lula Club. Attendees were able to enjoy the visuals created by the artist Hypnotica, while DJ Bora Uzer kept the party going with a LIVE session. It was a night full of art and good music that left everyone wanting more.





## Studio Visits

The guided tour of the studios of three participating artists in the UVNT Art Fair - Pablo Merchante, Juana González, and Carlos Pesudo - was a enriching experience that allowed attendees to get up close and personal with the work of some of the most talented artists at the fair.





## Private visit to Colección Solo

The Solo Collection showed a group of collectors its collection in the centre of Madrid, which is full of emerging and established talents. With almost 900 works spanning figurative painting, kinetic sculpture, sound art, new media and artificial intelligence art, the collection presented our guests with an impressive display of contemporary art.





## Guided tour UVNT Art Fair

Guided by a professional, attendees were able to meet artists, gallery owners and discover in depth the works of art on display, their diversity of styles and techniques.





## Private visit Museo Nacional Thyssen-Bornemisza & TBA21

The doors of the Museo Nacional Thyssen-Bornemisza and the TBA21 collection were opened to us, accompanied by a professional guide who added depth and context to the exhibitions.





## Collectors' dinner

Together with Natuzzi we hosted a memorable cocktail dinner exclusively for collectors at the Tablao de Leones, a unique space that reflects the essence of flamenco passion and modernity. The event featured the artwork of Sergio Mora and Ivan Floro. After the cocktail, attendees enjoyed a flamenco show that added to the unforgettable experience.





## Closing Party

"Later Days" brought one of the most sought-after international references within the disco scene: Melvo Baptiste, a DJ and producer from the Glitterbox circuit who projects unbeatable energy in each of his shows. The first party kicked off as the closing event of UVNT Art Fair on Sunday 26 at 6pm at Teatro Barceló. "We don't want late nights, we want later days."







# MEDIA 2023



The media impacts during UVNT 2023  
yielded a return of:

2M€ of advertising value

7.2M€ of communication value

Printed media 99

Online 252

Tv 10

Total 361







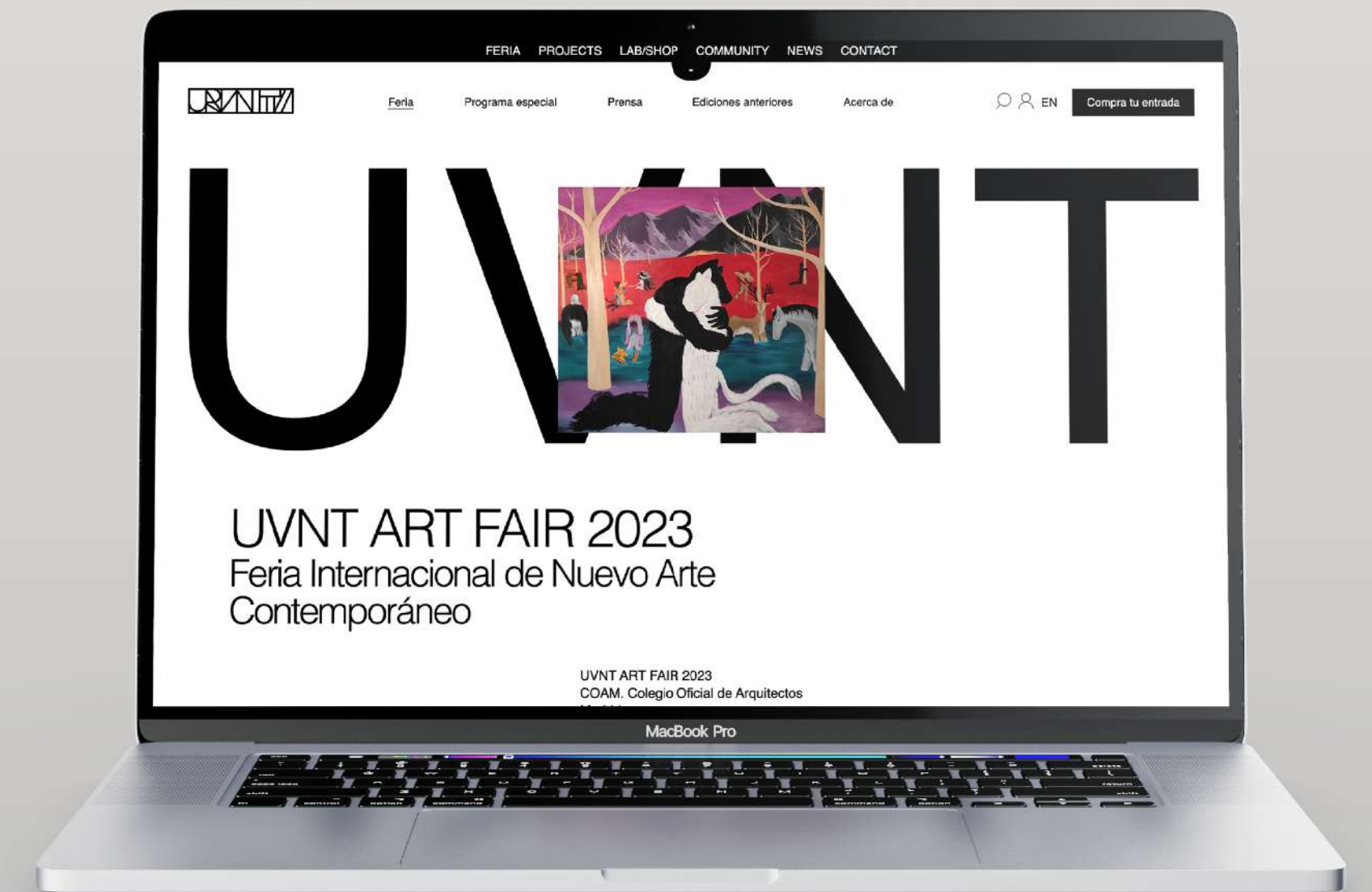


## UVNT Website:

43K visits during the 2023 edition

19K visits in the month of the fair

Over 204K interactions





## Instagram Account:

Followers: 47K

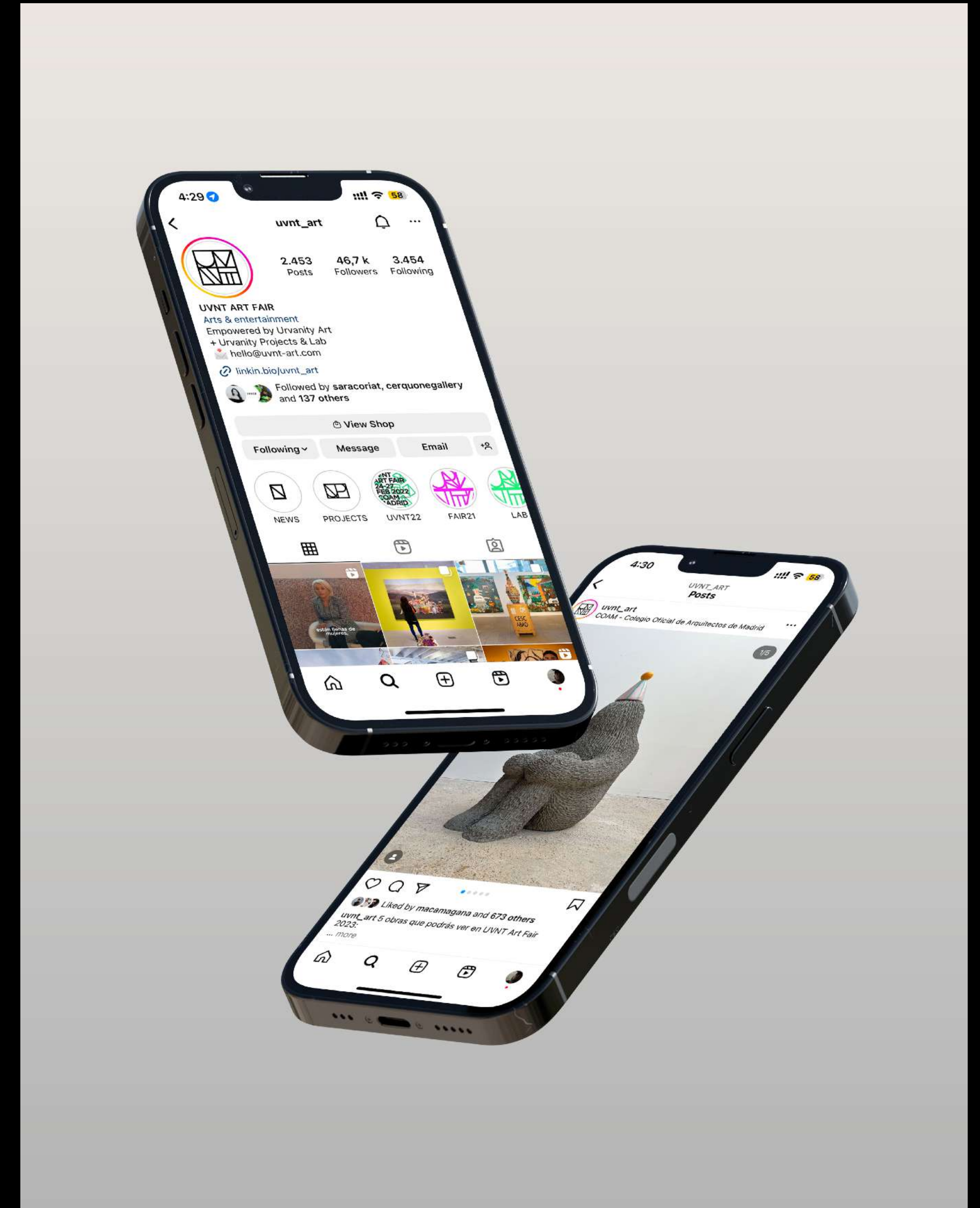
## Fair Month:

Reached 63.5K accounts

Generated 610K impressions

## UVNT Week:

Average of 54K daily impressions





### **Arts & Culture Instagram Accounts:**

Average engagement rate: 0.47%

### **@uvnt\_art Instagram Account:**

Average engagement rate: 0.76%

### **Digital Audience:**

Age range: 25-44

Gender distribution: 50% women, 50% men.







**TO SUM-UP**



We are a constantly evolving fair with a fresh and contemporary proposal that boldly embraces new forms of artistic expression that defy any labels. Our approach is grounded in a solid foundation that remains steadfast in our commitment to showcasing a well curated artistic proposal.

We strive to create diverse spaces that foster creativity and facilitate dialogue, positioning ourselves as a bridge between the various stakeholders in the art world.





**Schedule:**

Preview: Thursday, March 7th

Collectors & press: 12 am - 4 pm

Private event Opening: 4 pm - 10 pm

**General Public:**

Friday, March 8th: 12 am - 9 pm

Saturday, March 9th: 11 am - 9 pm

Sunday, March 10th: 11 am - 7 pm

# UVNT'24



# ART FAIR

7-10 MAR





**Thanks!**



**Director and Founder:  
Sergio Sancho**

**Fair Exhibitor Relations:  
Sara Coriat  
+34 677 24 19 53  
[Sara@uvnt-art.com](mailto:Sara@uvnt-art.com)**