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ART FAIR

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ABOUT UVNT ART FAIR

UVNT Art Fair is back!

A fair for new contemporary art where you can explore the freshest expressions, integrate different aesthetic codes, and discover new trends in the art world through a curated selection of national and international art galleries.



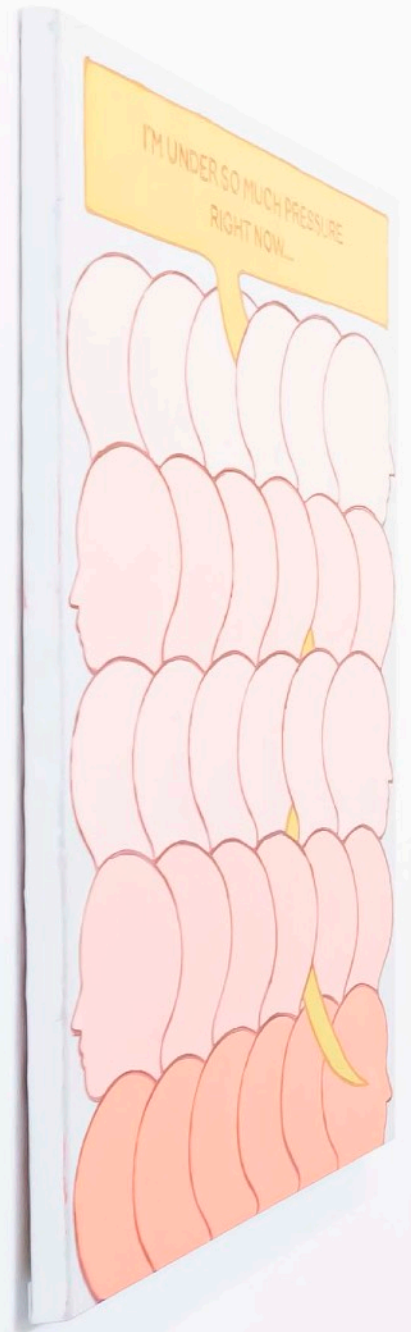
After eight editions, the fair has matured and evolved, yet it continues to showcase the artistic talent of the contemporary scene and attract a rapidly growing audience.

UVNT presents itself as an ambitious yet selective project, hosting a selection of over thirty galleries in its program.



Additionally, UVNT features a curatorial team that works closely with the participating galleries to create a cohesive and fluid exhibition throughout the entire space.





**UVNT Art Fair has welcomed over 140 galleries.
Of which 55% are international.**

- A Pick Gallery (Italy)
- Gallery Afternoon (South Korea)
- Alzueta Gallery (Spain)
- Antonio Colombo Arte Contemporánea (Italy)
- Arma Gallery (Spain)
- Arniches 26 (Spain)
- Berlín Galería (Spain)
- La Bibi (Spain)
- La Causa Galería (Spain)
- Cerquone Gallery (Venezuela/Spain)
- Delimbo Gallery (Spain)
- DiGallery (Spain)
- NBB Gallery (Germany)
- Espacio Líquido + La Gran (Spain)
- Gaby Vera x El Castillete (Spain)
- Gärna Art Gallery (Spain)
- HAGD Contemporary (Denmark)
- Galería Herrero de Tejada (Spain)
- Isabel Croxatto Galería (Chile)
- JPS Gallery (Hong Kong)
- Lab36 (Spain)
- Lariot Collective (United Kingdom)
- Galería Llamazares (Spain)
- Mobius Gallery (Romania)
- My Name's Lolita (Spain)
- Gallery RED (Spain)
- Renace Contemporary Art (Spain)
- S Gallery (Spain)
- Swinton Gallery (Spain)
- Galería Trinta (Spain)
- VETA Galería by Fer Francés (Spain)
- Victor Lope Arte Contemporáneo (Spain)
- Voskhod Gallery (Switzerland)
- Tönnheim (Spain)
- Whitestone Gallery (Hong Kong, Taiwan, South Korea, China, Japan)
- Wizard Gallery (Italy/United Kingdom)
- Yiri Arts (Taiwan)
- Galería Yusto/Giner (Spain)



Over the past 8 years, UVNT has accommodated more than 700 artists, and we have welcomed over 75,000 visitors.





LOCATION

For the second year, the New Contemporary Art Fair will take place in a 10-meter-high tent covering 3,000 square meters at Matadero Madrid, located in the cultural heart of the city.

This new venue provides a unique setting to host the eighth edition of UVNT. It's a spacious, bright, and open space.



Matadero Madrid is the Contemporary Creation Center of the Department of Culture, Sports, and Tourism of the Madrid City Council. Created in 2006 and located in the former slaughterhouse and livestock market of the city, it is a venue of great heritage and architectural value, with a strong personality and civic significance. Its various pavilions host an extensive program including exhibitions, theater, festivals, live music, cinema and audiovisual projects, conferences, conversations, and workshops, artist residencies, educational programs, and activities for families.







SALES

The galleries participating in the eighth edition of UVNT Art Fair sold an average of 70% of their stands, with some of them being sold out. Artists such as El Roto, Julio Galindo, Miguel Scheroff, Grugr Karp, and Vicente Prieto Gaggero were the best-selling artists of this edition.





CURATED PROGRAMS

Public Art Program

Over the past eight years, UVNT Art Fair has partnered with the Madrid City Council to curate both a public art program and a digital art program in the heart of the city.

All participating galleries are invited to submit proposals for both programs, which provide an opportunity to exhibit the work of one of their represented artists in the city center during the two weeks leading up to the fair.





Digital Art Program

At UVNT, we promote innovation in both art and digital culture, which is why we collaborate closely with digital artist studios to exhibit their works on over 100 screens distributed throughout Madrid.

Participating galleries are also invited to showcase the work of their artists on these screens.





Artista: Jae Yeon Kim | Programa de arte digital UVNT Art Fair



Santiago Bernabeu

VETA

For the first time at UVNT, the fair broke the physical boundaries of the fairground and brought the most current art to the heart of the city in collaboration with the Madrid gallery VETA by Fer Francés.

The exhibition titled "Painters of Painters" brought together 15 artists in the Plaza de Colón of Madrid during its Art Week, fostering new languages in the historical discipline of painting.

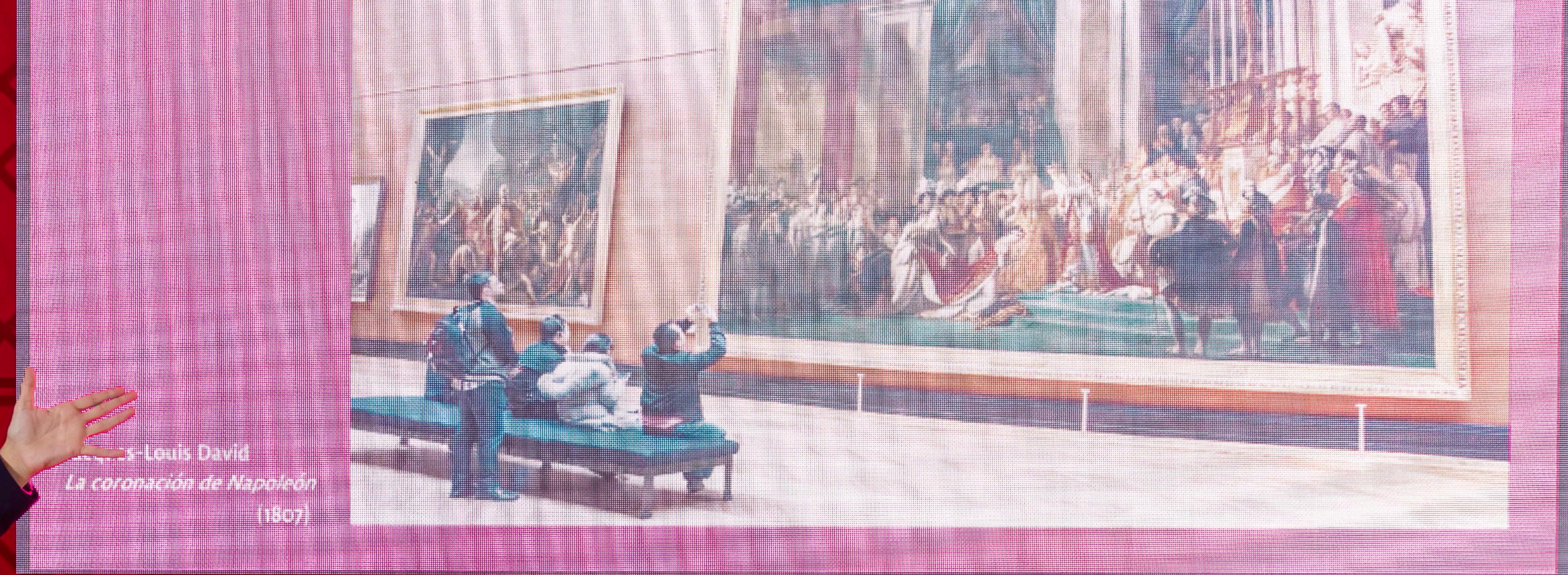


UVNT Mahou Talks

Every year, UVNT and Mahou offer a creative studio the opportunity to design the UVNT Mahou Talks space as if it were an artwork or artistic intervention. The common goal is to merge cutting-edge architecture and contemporary art. In previous editions, we have collaborated with studios such as Palma and NULA.STUDIO (2023), Pareid Architecture (2022), TAKK (2021), or Penique Productions (2019).

Studio Animal was tasked with surprising us with their proposal titled "Asomar la cabeza" at UVNT24.





UVNT Mahou Talks

Our UVNT MAHOU TALKS program brings together a diverse range of art professionals from various cultural fields to discuss new approaches in art, collecting, architecture, digital media, and other relevant topics in the art world.

Among the speakers at the last edition are figures such as Fernando Castro, Jose Luis Ramos Romo, Esther Rizo, Ianko Lopez, and Marta Perez Ibañez, among others.







COLLECTORS PROGRAM

With the aim of supporting contemporary creation and providing greater visibility to artists, prestigious collections, institutions, and private foundations participate in the fair to award acquisition prizes and residencies. This year's awards were granted by:

MER Collection
Casa de Indias
KELLS Collection
Piramidón Centre
Montresso Art Foundation
Carmen and Luis Bassat Foundation
Aldebarán Collection





ALDEBARÁN
PREMIO DE ADQUISICIÓN

UVNT Art Fair’s collectors program is carefully designed to enrich the visit of invited collectors to the fair. During the eighth edition of UVNT, we will once again open the doors to important private collections, artist studios, offer guided tours of the fair, and provide opportunities to connect with other collectors, curators, art enthusiasts, and artists from around the world.

By invitation only, the program will provide access, over four days, to various events ranging from fun parties to visits to some of the city’s most relevant institutions.



In the eighth edition of UVNT Art Fair, a series of events were planned designed for collectors to explore and fully enjoy the city. Below are some of the events organized during the last edition.



UVNT Afterparty

The opening of UVNT Art Fair extended with a celebration at Lula Club. Attendees enjoyed a live session filled with art and good music, leaving everyone eager to repeat the experience.



Visits to Artists' Studios

The guided tour of the studios of three participating artists in UVNT (Hugo Alonso, Fausto Amundarain, and Grip Face) was an enriching experience that allowed attendees to get up close with the work of some of the artists who participated in the last edition of UVNT Art Fair.



Private Visit to the Solo Collection

The Solo Collection offered a select group of collectors a unique insight into its extraordinary collection in the heart of Madrid, filled with emerging and established talents. With nearly 900 works spanning from figurative painting to kinetic sculpture, sound art, new media, and artificial intelligence art, the collection provided our guests with a unique experience full of contemporary art.



Guided Tour of UVNT Art Fair

Accompanied by a professional guide, collectors had the opportunity to immerse themselves in the world of the artists and galleries present at UVNT, exploring in detail the exhibited artworks, as well as their diversity of styles and techniques.



Private Visit to the Thyssen-Bornemisza National Museum and TBA21

For the second consecutive year, we were welcomed at the Thyssen-Bornemisza National Museum and the TBA21 collection, where a professional guide enriched the experience of attending collectors by providing depth and context to the current exhibitions.



Collectors' Dinner

In this edition, an exclusive cocktail dinner for collectors was held at Lelong Asian Club, an exceptional venue that provided an incomparable Asian culinary experience, skillfully blending flavors and textures with fresh, high-quality ingredients.

This event provided an environment conducive to strengthening personal relationships among collectors.





MEDIA 2024

The media impacts during UVNT 2024
generated a return of:

2 million euros in advertising value
12.2 million euros in communication value

Print media: 76
Online: 417
TV: 14
Total: 507

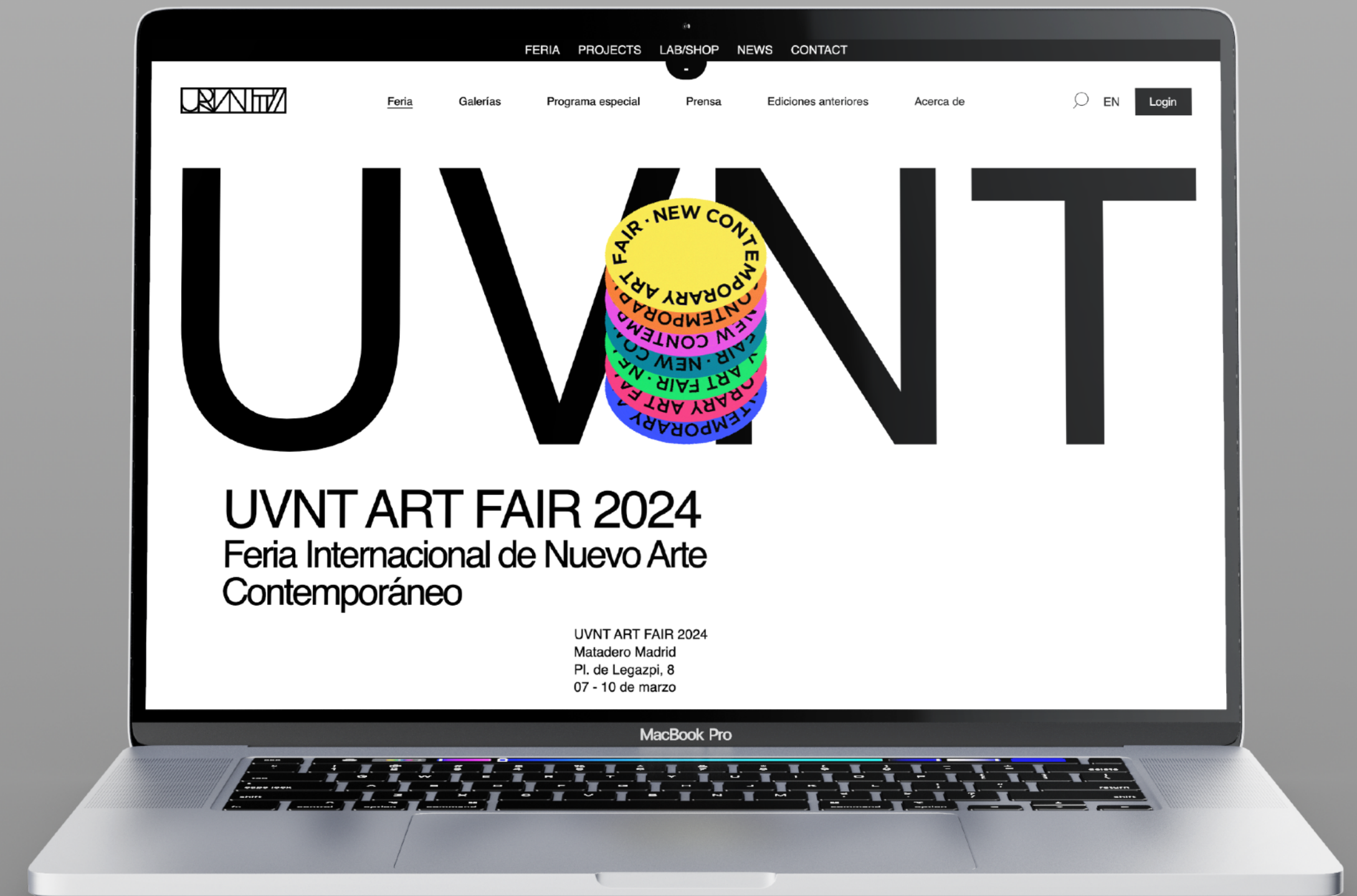


UVNT Website:

53,000 visits between editions

20,000 visits during the month of the fair

Over 244,000 interactions



UVNT Instagram Account:

Followers: 51.1K

Month of UVNT:

64K accounts reached

570K impressions

Week of UVNT:

Average of 18.4K daily impressions



Art and Culture Instagram Accounts:

Average engagement rate: 0.47%

@uvnt_art Instagram Account:

Average engagement rate: 0.92%

Digital Audience:

Age range: 25-44

Gender distribution:

41% female, 35% male, 24% non-binary.





SUMMARY

We are a fair in continuous evolution, with a fresh and contemporary proposal that ventures into new forms of artistic expression, challenging any pre-established labels. Our approach is based on solid foundations that commit us to showcase a carefully curated artistic selection while creating spaces that foster creativity and facilitate dialogue among the diverse actors of the art world.







RATES

General Program

€300 per m²*

*Stands start from 30m².



UVNT Art Fair offers to its galleries

- Access to the VIP program for 10 of your collectors, including visits to studios, collections, and cultural institutions in Madrid.
- Two nights of hotel accommodation for a collector selected by the gallery.
- Private dinner for participating collectors at the fair.
- Promotion on social media, including collaborative posts on Instagram.
- Coverage in national and international media.
- Package of photographs of the gallery during the fair.
- Portrait session of the gallery directors.
- VIP cocktail and open bar during the fair's opening.
- Exclusive cocktail for gallery owners on the opening night.



Opening Hours:

Preview: Thursday, March 6th

Collectors and press: 12:00 pm - 4:00 pm

Private opening: 4:00 pm - 10:00 pm

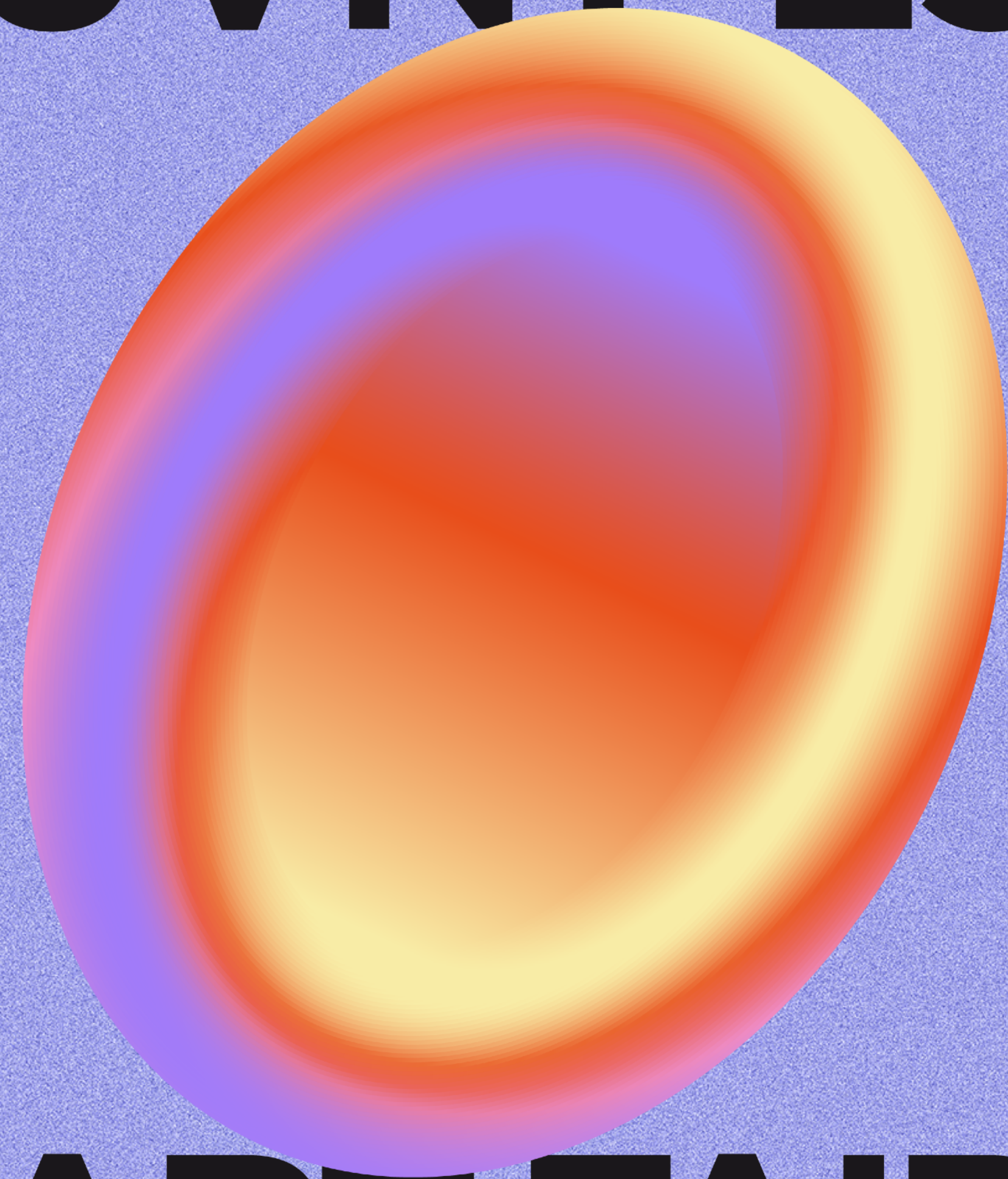
General Public:

Friday, March 7th: 12:00 pm - 9:00 pm

Saturday, March 8th: 11:00 am - 9:00 pm

Sunday, March 9th: 11:00 am - 7:00 pm

UVNT'25



ART FAIR

06-09 MAR

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Thanks!

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