

Beat: Arts

## Madrid, world capital of art

### ARCOmadrid 2015 from February 25

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**USPA NEWS** - Madrid will be from February 25 to March 1 world capital of art. The International Contemporary Art Fair (ARCO) celebrates its 34th edition in Madrid, in the halls of Madrid's IFEMA trade fair institution.

ARCOmadrid this year welcomes artists and galleries from 29 countries. Two hundred twenty galleries will exhibit at the show paintings, sculptures, installations, photography, video, new media, drawings and engravings representing the latest international art trends. Colombia is the guest. Colombia's participation in ARCOmadrid 2015 is a reflection of the growing importance that this country is taking on the international art scene, a presence that Colombia's ambassador to Spain, Fernando Carrillo, believes that as well, "provides a great opportunity to break down stereotypes showing our wealth and artistic diversity".

As highlighted by the ambassador, Colombian art scene "has experienced in the last decade a real boom" with the birth of new galleries, public and private museums, fairs, biennials, cultural spaces promoted by artists, collectors and curators, which Carrillo linked to the ongoing peace process that is living in the country: "The basis of development is the culture that is not a waste but generates growth and is an essential tool for building peace". But besides their outstanding participation in the Fair, the project draws ArcoColombia an attractive cultural route around Madrid in which around 100 artists from four generations participate, over two and a half months, more than 50 activities and 20 exhibitions.

As part of the parallel activities the fair, ARCOmadrid 2015 has scheduled an exclusive International Collectors Program, which includes visits to institutions and private collections aimed at collectors active buyers. Also, the fair has scheduled Collectables Forum developed in partnership with Banco Santander, as a meeting of the international artistic community and where exchange ideas and projects are able to interact with the participating galleries and networking will expand. The General Programme includes 29 new galleries on a total of 160 from 29 countries. 71% of participating galleries at ARCO 2015 are foreign, highlighting the growth by 51% of those from Latin America.

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