



THE ONE SHOT COLLECTORS PROGRAM RETURNS TO ART MADRID'24.

- Art Madrid'24, in partnership with its sponsor One Shot Hotels, will play host to the One Shot Collectors Program for the fourth successive year.
- The program offers a specialized advisory service aimed at experienced collectors; individuals looking to acquire their first piece of artwork, and even corporate collectors who wish to communicate their brand's values through an art collection.
- Ana Suárez Gisbert, leading appraiser and expert in law, with extensive experience in the art market, will be in charge of providing art acquisition consultancy services.

Madrid, January 31, 2024.- Art Madrid and One Shot Hotels have renewed their **commitment to bringing contemporary art to the wider public** with their Collectors Program. Celebrating its fourth consecutive year at the fair, One Shot Collectors provides a specialized art acquisition service by **providing personalized walkthroughs and guidance; taking into account the individual profiles, needs and preferences of each visitor.**

The program is targeted at people **who would like to start collecting**, as well as **those who have already started and wish to broaden their collection**. It also is aimed at **companies who would like to communicate their brand values** through a contemporary art collection. The program is **free of charge** and participants must **sign up in advance** by sending an email to vip@art-madrid.com. Ana Suárez Gisbert will prepare a **selection of artworks based on the requirements and budget** of each client; in addition to **accompanying them during the acquisition**.

A collector may be inspired to begin their journey for a variety of reasons; ranging from an appreciation of art history, for aesthetic reasons, or due to emotional, social or economic factors. **Owning art is an experience that encompasses everything from learning about the artist to understanding and engaging with the**

discourse behind the work. Building a collection can also be seen as a way of **investing in something tangible** and secure, which could offer a significant return in the future. But most of all, it is an essential pillar of the creative economy.

About One Shot Hotels, sponsor of Art Madrid

One Shot Hotels is a young hotel boutique chain that offers elegant design and perfect locations in **cities such as Madrid, Valencia, Seville, Barcelona, San Sebastian and Porto.**

The chain is **once again sponsoring Art Madrid** and upholding its **commitment to artistic creation.** **Art, culture, beauty and creation** are ever present in all of its hotels. These **elements are rooted in their identity; reflected in the layout of their spaces,** the design of their environments, and the choice of their furnishings.

Since its inception, One Shot Hotels has **supported art of all formats and disciplines.** This is demonstrated by the numerous cultural projects and initiatives undertaken by the hotel chain since its creation in 2013.

About Ana Suárez Gisbert, art advisor of the program

Ana Suárez Gisbert holds a law degree from the Universidad Complutense de Madrid, **specializing in international law and the international art trade.** **She is an appraiser and legal expert on works of art and antiques** through the Universidad Antonio de Nebrija. She is a partner of the art appraisal firm **Art Value Project.**

Ana has undertaken appraisal work for important collections and insurance companies. Over the years, she has represented major international publications in the world of art and design such as **Frieze, Frieze Masters, Gagosian, Fotograf, Cereal, The Flux Review, and Odda.** She currently combines her art appraisal work with an art and sustainability project for private companies and city councils.

About Art Madrid

Art Madrid, the contemporary art fair, will celebrate its **19th edition from March 6th to 10th, 2024,** at the **Galería de Cristal of the Palacio Cibeles.** Renowned for its superb location, accessibility and the exceptional quality of its exhibits; the fair has enjoyed continuous success, **attracting over 100,000 visitors in its last five editions.**

The **Galería de Cristal of the Palacio de Cibeles** provides a unique environment that enhances the **appreciation of contemporary art,** turning each visit into an

enriching experience. The fair has cemented its position as a **leading event on the international art scene**, and serves as a meeting point for collectors, art lovers and professionals from the sector.

Art Madrid's primary mission is to **promote the art market and boost art collecting at both the national and international levels. Enriching the cultural vibrancy of Madrid's Art Week**, the fair is **distinguished by its inclusiveness and accessibility**, opening its doors to all audiences with an interest in exploring the world of contemporary art.

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