

ARTFAIR SNAPSHOT

JUSTMAD Emerging Artfair: Madrid

WITH SEMÍRAMIS GONZÁLEZ, ARTISTIC DIRECTOR OF JUSTMAD ART FAIR

BY RACHEL VANCELETTE

Could you tell us about the history of JUSTMAD Artfair Madrid?
JUSTMAD was born eleven years ago with the intention of exhibiting the best emerging art proposals from around the world. From the first edition of 20 galleries, we have had almost 60 this 2020, and from countries such as Mexico, Peru, France, Italy, Austria, Portugal, Mozambique and, of course, Spain.

What are your thoughts on the current art market, and where do you predict it will be in the next decade?
The art market has its eyes set on issues of social interest in the world, such as the climate emergency, feminism or social inequality. As for techniques, there is an important presence of works made with fabrics or ceramics that are increasingly gaining prominence. It is difficult to know where we will be in ten years' time, but my perception is that Madrid is becoming more and more prominent on the international art fair scene and is an epicenter that will grow strongly in the next decade.

With the rise in art fairs reaching over 300 globally in 2019, how does your art fair continue to seek a top-ranking position with many top collectors, galleries and thousands of visitors each year in Madrid?

We hold the fair parallel to ARCO Madrid and this allows us to reach a significant number of foreign collectors who are in the city during those days. Also the location of our fair, in the heart of Madrid, next to the Prado Museum and the Palace Hotel, allows anyone to arrive in a short time, we are very close to everything... On the other hand, during these eleven editions, we have been forming an important group of visitors loyal to our fair, both collectors and fans. JUSTMAD is the fair where young people dare to buy their first work, we have pieces from 150 to 12,000 euros, and that makes that, every year, we are growing among those young people who want to buy art.

Could you provide some local tips or favorite spots in visiting the art community of Madrid?
Madrid, as I said before, has incredible potential as a city to host art. From the Museo del Prado for the more classical to the Museo Reina Sofía for the more contemporary, you can't miss the Calle Doctor Fourquet full of art galleries, the CA2M in Móstoles with the latest proposals or take a



walk through the Parque del Retiro and visit the exhibitions in the Palacio de Cristal, with its site-specific artworks, for example.

How have you seen your art fair expand or grow since you began in the role of artistic director?
We have gained in Portuguese presence, since we celebrated in May the JUSTLX fair in Lisbon, and we give a prominent place to the Portuguese galleries in our fair in Madrid, JUSTMAD. In addition, we have incorporated current views on issues such as environmental sustainability and curated programs of performances and video art. In addition, and since we are an emerging art fair, we have music sessions with DJs, in a relaxed, informal and professional atmosphere.

What inspires you? How has your personal taste for art changed over the years?
I am very inspired by literature, I love reading and starting from words to bring those ideas to the visual. I think my interest in art has been changing in the last few years, being more and more aware of the need to support women artists and their careers, so I bring this maxim to all the projects I develop as a curator.

Can you speak to the curatorial initiatives and the role of the curator's impact on the visitor experience in attending your art fair?
This year we had a project curated by Avelino Sala and Eugenio Merino, "Into the sublime", about video art and performances, with political and social commitment. It has been one of the most successful projects at the fair, as it has attracted a large number of curators and other professionals from the arts sector. In addition, the videos could be seen in areas of the fair such as staircases, uncommon places, and were very striking for the surprise of finding them in your tour.

Can you tell us a little bit about how your art fair participates in with the community?
We are very interested in supporting the careers of artists, so we do residencies in places like Porto. In addition, together with the ENAIRE Foundation, a Young Photography Prize is awarded to support a project that is already underway, with educational support, production of work and exhibition within the PhotoEspaña festival. We are interested that the fair is also a place to support Spanish creation and Spanish artists.

What is the future mission and/or vision for JUSTMAD?
JUSTMAD must continue to deepen in being the emerging art fair of reference in the sector. Unlike other proposals, we present artists and galleries of the highest quality, with awards and important exhibitions. We are the fair where to invest in art from younger values that will grow in the next decades. We must continue to encourage young art collectors, break down the barriers to acquiring art and offer a relaxed, friendly and professional space where you can get involved in art collecting.

Do you have any words of encouragement for exhibitors, artists and/or the art community at large during this time?
We at JUSTMAD and JUSTLX want to convey all our strength to overcome these moments of uncertainty. For our part, we will continue to work to support the creative network, both galleries and artists. We will celebrate our fairs, as well as other events, that will help the art market to be reactivated and continue to function in good harmony for everyone.

