

AR CO

Madrid

05-09
Mar
2025

Recinto Ferial
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Internacional
Contemporary Art Fair

How to apply



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1. General information

ARCOmadrid

ARCOmadrid 2025 will take place in halls 7 and 9 of IFEMA MADRID.

Fair Schedule

Professional visit

- Wednesday 5 of March: from 11 am to 8 pm.
- Thursday 6 of March: from noon to 8 pm.
- Friday 7 of March: from noon to 3 pm.

Public days

- Friday 7 of March: from 3 pm to 8 pm.
- Saturday 8 of March: from 12 pm to 8 pm.
- Sunday 9 of March: from noon to 6 pm.

Entrance/exit of works schedule

Assembly and Entry of Art Works

- Monday 3 of March: from 9 am to 2 am (Tuesday morning).
- Tuesday 4 of March: from 9 am to 2 am (Wednesday morning).

Dismantling and Exit of Art Works

- Sunday 9 of March: from 6.30 pm to 2 am (Monday morning).
- Monday 10 of March: from 8.30 am to 2 pm.

Organising Committee

Livia Benavides – 80M2 LIVIA BENAVIDES, Lima

Elba Benítez – GALERÍA ELBA BENITEZ, Madrid

Eduardo Brandão – VERMELHO, São Paulo

Vera Cortês – VERA CORTÊS, Lisbon

Henrique Faria – HENRIQUE FARIA, New York

Pedro Maisterra – MAISTERRAVALBUENA, Madrid

Íñigo Navarro – LEANDRO NAVARRO, Madrid

Sten Nordenhake – NORDENHAKE, Berlin / Stockholm / Mexico City

Jérôme Poggi – GALERIE POGGI, Paris

Joana Roda Calvet – BOMBON PROJECTS, Barcelona

Rosa Santos – ROSA SANTOS, Valencia / Madrid

2. Requirements

To apply for participation in ARCOmadrid, galleries must meet the following requirements:

- Representation of a limited group of artists or estates (in the case of deceased artists) as detailed on the website of the gallery (Publishers will be exempt from complying with this requirement).
- A minimum of two years continual opening of the gallery.
- A minimum of four exhibitions per year, open to the public at the stable space of the gallery and with free access during standard opening hours. (or publications, in the case of PUBLISHERS).

3. Documentos

For the validation of the applications presented to ARCOmadrid 2025 to be valid, the two documents below must be presented:

- **Project for ARCOmadrid 2025. Evaluation Sheet.** This is the axis of the project on which a decision as to the gallery's participation in ARCOmadrid 2025 will be based.
- **Receipt for the payment of € 400** (+ 10% VAT for Spanish galleries not resident in Ceuta, Melilla or the Canary Islands).

*Once the gallery is accepted to participate in ARCOmadrid 2025, the **Application Form** must be fulfilled, signed and sent, since it will do the contract functions.

3.1. Evaluation Sheet

Please click the link below to include the information related to the project for ARCOmadrid 2025. This project will be presented to the Organising Committee at the meeting that will take place during the month of October. It is important that the information is clear and accurate. Criteria for evaluation and scoring:

Los conceptos que se valorarán y la puntuación de cada uno de ellos es la siguiente:

I. ARCOmadrid 2025 PROJECT	35 points
II. GALLERY PROGRAMMEE	30 points
III. ARTISTS INCLUDED IN EXHIBITIONS AT MUSEUMS AND INSTITUTIONS	20 points
IV. PARTICIPATION AT ARCOmadrid	5 points
V. PARTICIPATION AT OTHER INTERNATIONAL ART FAIRS	5 points
VI. INCLUSION IN GALLERY LISTINGS, PLANS, WEBSITES, PUBLICATION OF CATALOGUES, APPEARANCES IN ART MEDIA	5 points

Each voting member of the Organising Committee will assess each of the galleries out of the maximum score indicated, the maximum overall score that the Gallery can be awarded being 100 points, for each member of the Organising Committee (11). Accordingly, the maximum score that the gallery can achieve from all members of the Organising Committee with the right to vote will be 1100 points.

I. PROJECT FOR ARCOmadrid 2025 - 35 points

Up to thirty-five (35) points will be assigned to the gallery's project presented for the upcoming edition of ARCOmadrid, bearing in mind the quality, the exceptionality of the artworks and the importance of the artists. Moreover, the Committee will also evaluate the singularity of the booth and the curatorial quality of the proposal, this will require a preview in 3D of the booth project for ARCOmadrid 2025.

II. PROGRAMME OF THE GALLERY - 30 points

Up to thirty (30) points will be assigned to the interest of the gallery's programme, taking into account the quality of the artists and exhibitions presented, the gallery's capacity to disseminate contemporary art in its area of influence and internationally, the development of a coherent programme and commitment to the represented artists, and the quality of the programming presented. 4 exhibitions made during 2024 as well as 4 made during 2023 will be scored.

III. GALLERY ARTISTS IN MUSEUMS AND COLLECTIONS - 20 points

The Committee will assign up to twenty (20) points for the presence of gallery represented artists and artworks in solo and group shows at museums, institutions and biennials as well as the collections to which the artists have had access through the gallery in the last year.

IV. PARTICIPATION AT ARCOmadrid - 5 points

The Committee will assign up to five (5) points for participation at the last five (5) editions of ARCOmadrid.

V. PARTICIPATION AT OTHER INTERNATIONAL ART FAIRS - 5 points

The Committee will assign up to a maximum of five (5) points for participation at other international art fairs during 2024.

VI. FEATURES IN GALLERIES LISTS AND MAPS, WEB, CATALOGUES AND MENTION IN ART PRESS - 5 points

The Committee will assign up to a maximum of five (5) points for featuring in the above mentioned elements as well as for the gallery's international promotion and the diffusion of its exhibitions locally. The gallery should upload at least one document for each category. (.pdf / .jpg format accepted)

Link: https://fairs.itgalleryapp.com/en_EN/arcodocs

3.2 Payment receipt for application

In order for the application of the gallery to be considered to be considered by the Committee, all the galleries must pay the following amount:

€400 (+10% VAT for Spanish galleries not resident in Ceuta, Melilla or the Canary Islands)

This amount will be deducted from the total of the Exhibitor Services once the gallery has been accepted at ARCOmadrid 2025. This amount will not to be refunded to those galleries that are not accepted.

Method of payment:

- **Through one of the following bank accounts**, quoting the following payment reference (concept):
Application fee ARCOmadrid 2025 + Gallery name

Entity	CCC	IBAN	BIC/SWIFT
Santander	0049-2222-51-1510001900	ES64 0049 2222 5115 1000 1900	BSCHEMM
BBVA	0182-2370-40-0014291351	ES89 0182 2370 40 001429 1351	BBVAESMM
Caixa Bank	2100-2220-11-0200202452	ES93 2100 2220 1102 0020 2452	CAIXESBBXXX

- **Credit/Debit card:** to make the payment by credit/debit card, please directly contact servifema@ifema.es

4. Booths and prices

Booth sizes: Minimum size of booth: 40 sq.m.

Price:

Space + booth: €360/sq.m. (+10% VAT for Spanish galleries except those resident in Ceuta, Melilla or the Canary Islands).

ARCOmadrid 2025 Exhibitors Services: €1.600 (+10% VAT for Spanish galleries except those resident in Ceuta, Melilla or the Canary Islands). The €400 application fee will be deducted from this concept.

Electrical power (0,13 kw / sq.m.): €7.430/sq.m.

Number of artists per booth:

Between 40 and 49 sq.m.....max. 4 artists
Between 50 and 59 sq.m.max. 5 artists
From 60 sq.m. on.....no limit of artists

SOLO/DUO: 45 sq.m..... 1 or 2 artists –a maximum of **25 galleries** will be selected for this category - **Special price: €12.500** (ARCOmadrid Exhibitors Services - 3 Wifi connection - and electricity included).

The galleries that choose this option can expand their spaces but may not present more artists. Each additional meter galleries decide to hire will have a price of €360/sq.m. + Corresponding electricity consumption.

This **option is available for a maximum of 25 galleries**. Accepted galleries by the Committee which had selected this option but their obtained score is under the first 25 galleries will have the option to change their application to a 40 sq.m booth with four artists.

Space increasing discount: A **20% discount** will be applied on the meters that exceed the size of the booth that the gallery had in ARCOmadrid 2024.

Booth characteristics:

Walls: Conglomerate board, mounted on both sides of a 5 cm frame, forming a wall 10 cm thick and 3.66 m high. Nails or hooks may be inserted on any point.

Electrical installations: Electrical switchboard equipped with differential and magnetotherm, prepared for up to 130 W/sq.m and with an 500 W outlet.

Lighting: Lighting by LED spotlight (4000° Kelvin - IRC >90).

Paint: Walls covered with plastic white paint.

Signs: Standardized lettering, (including commercial name, city/country and booth number).

ARCOmadrid Exhibitors Services includes:

• Exhibitors Services

- **Communication:** 3 Premium Wifi connections per booth.

- **Insurances:** Civil liability insurance (covers up to €60,000), Multifair insurance (covers up to €50,000). Insurance for the artworks is never included and should be arranged individually by each gallery.

• Marketing and Communication

- **Promotion:** Presence in; the official ARCOmadrid catalogue, Social Media, website, galleries guides, floor map, advertisement in art magazines, etc.

-**Preview for Collectors:** ARCOmadrid will actively share galleries' previews with international collectors, Art Advisors and special guests in order to give them early access to the content at ARCOmadrid 2025, and thus achieve the highest attention to galleries' proposals at the fair.

- **First collectors by Banco Santander:** free advisory service focused on the creation of new collectors.

5. Time Schedule

- **Deadline for applications:** September 19, 2024.
- **Organising Committee meeting:** September 30, October 1 & 2, 2024
- **Communication of the results:** October 8 & 9, 2024.
- **Period for submitting appeals:** The Gallery or Publisher must inform Management of its intention to appeal by email within a period of five working days following the notification of the decision on its acceptance or not in the fair. In this event, in a period of five working days it will be informed of the scoring obtained by e-mail, broken down by the CRITERIA FOR EVALUATION AND SCORING. Said appeal shall be sent by email to secretariadearco@ifema.es, to the attention of ARCOmadrid 2025 Management, within five working days after notification of the scoring obtained.
- **Communication of the results by the Appeals Committee:** November 14, 2024.

You can always contact us at: secretariadearco@ifema.es

6. Specific Rules for Participation in ARCOmadrid 2025

These SPECIFIC RULES apply to the organisation and participation of EXHIBITORS (GALLERIES and PUBLISHERS OF CONTEMPORARY AND AVANT-GARDE ART) in ARCOmadrid 2025, the International Contemporary Art Fair, to be held at IFEMA MADRID from March 5 to 9, 2025 (hereinafter ARCOmadrid 2025), and are complementary to the IFEMA MADRID GENERAL RULES FOR PARTICIPATION FOR ALL EVENTS.

The main purpose of ARCOmadrid 2025 is the promotion and sale of avant-garde and contemporary art works and publications of the 20th and 21st centuries, with special attention to the latest visual expressions. As a specific INTERNATIONAL FAIR, it also particularly highlights the participation of the GALLERIES and PUBLISHERS that have most stood out in their activities of international scope and impact.

Consequently, the aim of ARCOmadrid 2025 is to:

- a) Present and promote the activity of international GALLERIES and PUBLISHERS that offer a representative vision of the artistic creation of the twentieth and twenty-first centuries.
- b) Faithfully reflect the latest research carried out in the international field of visual arts.
- c) Offering guarantees of professionalism, through the quality of the exhibitions, the dealings with collectors, and the relationship with museums and other artistic entities.
- d) Promote the dissemination and collecting of contemporary art.
- e) Provide related information through its publications and website.

1. ORGANISATION

The organisation of ARCOmadrid 2025 is the responsibility of IFEMA MADRID, in terms of everything related to its conception, execution and administration.

1.1. ARCOmadrid 2025 Organising Committee

- IFEMA MADRID will appoint the Organising Committee of ARCOmadrid 2025 (hereinafter the Committee) and will take its decisions considering the proposals of the Committee, which will be governed by its own REGULATIONS.

The Committee will be assisted by a TECHNICAL WORKING GROUP that will review, among other issues, the administrative documentation that the applicant GALLERIES or PUBLISHERS must provide, and will be comprised of IFEMA MADRID team.

- The Committee will analyse each and every one of the documents prepared by the Technical Working Group responsible for reviewing the administrative documentation provided by the applicant GALLERIES or PUBLISHERS.

The Committee will also analyse the documentation provided by the applicant GALLERIES or PUBLISHERS containing graphic information about their artists, especially that or those proposed for presentation at ARCOmadrid 2025, about the activities of the GALLERY or PUBLISHER and about its programme of exhibitions (or publications, in the case of PUBLISHERS).

- The following are members of the Committee:

- a) Representatives of IFEMA MADRID (as organising entity) including, at least:

- One representative appointed by the Madrid Region;
- One representative appointed by City Council of Madrid;

6. Specific Rules for Participation in ARCOmadrid 2025

- One representative appointed by the Chamber of Commerce and Industry of Madrid;
- One representative appointed by Fundación Montemadrid;
- The Chairman of the Executive Committee;
- The Executive Vice President.

The Chairman of the Executive Committee or the Executive Vice President will act as Chairman of the Organising Committee and, as the case may be, hold the casting vote.

For the adoption of decisions regarding the selection of GALLERIES and PUBLISHERS, the representatives of an institutional nature will have voice but not vote.

The Management of ARCOmadrid 2025 and the Trade Business Director of IFEMA MADRID will make representations to IFEMA MADRID with voice but not vote.

b) Up to a maximum of 14 galleries designated by IFEMA MADRID, ensuring that half are Spanish and the other half are foreign, as set out in the Organising Committee Regulations.

These GALLERIES will be selected as members of the Committee by ARCOmadrid Management due to being considered international benchmarks according to the following criteria:

- a) Be GALLERIES and PUBLISHERS with an international presence, offering a representative overall view of artistic creation in the twentieth and twenty-first centuries.
- b) Faithfully reflect the latest research carried out in the international field of visual arts.
- c) Offering guarantees of professionalism, through the quality of exhibitions, relationship with collectors and ties with museums and other art organisations.

d) Promote the diffusion and collection of contemporary art.

e) Provide related information through its publications and website.

The galleries of the Organising Committee will automatically be accepted as exhibitors in the corresponding edition of the fair.

The composition, obligations and operation of the Organising Committee will be established in its own Regulations.

To hold the sessions, at least half plus one of its members with the right to vote must be present or represented, with the presence of the Chairman of the Executive Committee of IFEMA MADRID, as Chairman of the Organising Committee, being essential. In the event of a vacancy or absence of the Chairman of the Executive Committee of IFEMA MADRID, the meeting will be chaired by the person delegated by them, or, failing that, the person leading the Management of ARCOmadrid.

The Management of ARCOmadrid 2025 (hereinafter the Management) will be appointed by IFEMA MADRID and will exercise the conception, execution and administration of the fair by delegation.

Deliberations, ratings and classifications shall be of a confidential nature, although its own classification may be disclosed to applicants that request it.

IFEMA MADRID is not responsible for the opinions expressed by the COMMITTEE or any of its members before or after the meeting, in relation to any of the applications submitted.

The Committee is automatically disbanded at the end of each edition of ARCOmadrid. Every two years the committee will be renewed, at least, in two of its members.

6. Specific Rules for Participation in ARCOmadrid 2025

1.2. ARCOmadrid 2025 Appeals Committee

After consulting the Organising Committee, IFEMA MADRID will designate the members of the ARCOmadrid 2025 Appeals Committee (hereinafter the Appeals Committee) which will review the claims made by the applicant GALLERIES and PUBLISHERS who have not achieved a high enough score to obtain a booth in the Organising Committee's selection process.

The Appeals Committee will be comprised of three independent members of the Organising Committee. The Chair of the Appeals Committee will be a legal expert, the other two members will be experts in the international contemporary art market. The three members will serve for a maximum of two non-consecutive editions of ARCOmadrid. These experts must not have been part of the Organising Committee or exhibited at ARCOmadrid in the two years prior to their appointment.

2. SELECTION OF PARTICIPANTS

It will be possible to participate in ARCOmadrid 2025, in accordance with what is established in these Specific Rules for Participation, in one of the following ways:

2.1. By submitting an Evaluation Sheet and payment receipt – in the manner and with the content and documentation required therein – and obtaining the necessary score (GALLERIES and PUBLISHERS).

2.2. By being selected by Curators appointed for this purpose (GALLERIES and EDITORS).

2.3. By invitation of IFEMA MADRID. This invitation cannot be extended to GALLERIES and PUBLISHERS; invitations can only be extended to:

- Non-commercial institutions dedicated to the promotion of contemporary art and collecting.

- MAGAZINES and PUBLISHERS dedicated to the promotion of contemporary art and collecting.

2.4. Exceptionally, the Organising Committee may invite a limited number of GALLERIES and PUBLISHERS of renowned prestige that have not submitted an Evaluation sheet and are benchmarks for their content and presence in the national and international contemporary art market.

2.1. Participation by Application and obtaining the necessary score (GALLERIES and PUBLISHERS).

A) CONDITIONS OF PARTICIPATION

Applications to participate in ARCOmadrid 2025 will be limited to GALLERIES and PUBLISHERS that propose works of art exclusively from the twentieth and twenty-first centuries, whether or not they have attended previous editions of ARCOmadrid.

GALLERIES or PUBLISHERS that apply to participate in the General Programme must, by declaration under their own responsibility, demonstrate the constant and permanent exercise of activities appropriate to a GALLERY or PUBLISHER, in accordance with the following circumstances:

- A minimum of two years of continuous opening of the Gallery.
- Regular opening hours and standard timetable coinciding with that generally established in the sector.

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- The gallery must occupy a stable physical space.
- Representation of a limited group of artists or estates (in the case of deceased artists) as detailed on the website of the gallery (Publishers will be exempt from complying with this requirement).
- Minimum of four exhibitions per year, open to the public in the stable physical gallery and with free access during normal opening hours.
- Being registered in the corresponding section of the Tax on Economic Activities and, where appropriate, being abreast of payment of the same on the date of submission of the PARTICIPATION APPLICATION, or responsible declaration of not being obliged to pay it.

Failure to comply with these conditions will result in not being allowed to participate in ARCOmadrid 2025 and the Evaluation sheet being rejected.

B) PROCEDURE

B.1 Presentation of the application

- GALLERIES and PUBLISHERS interested in participating must submit their EVALUATION SHEET to ARCOmadrid 2025 in writing before September 19th, 2024. The submission of an EVALUATION SHEET necessarily implies the applicant's full and unconditional acceptance of these Specific Rules for Participation in ARCOmadrid 2025, as well as the IFEMA MADRID General Rules for Participation. Likewise, the mere presentation of the Evaluation Sheet implies the applicant's declaration of awareness, acceptance and mandatory compliance. Applicants must duly complete their EVALUATION SHEET. Failure to complete this FORM in its entirety may lead to the ARCOmadrid 2025 application being rejected.

The EVALUATION SHEET for the General Programme must be accompanied by a proof of payment of the application fee of FOUR HUNDRED EUROS (+10% VAT for Spanish galleries except residents in Ceuta, Melilla and the Canary Islands) into the account designated by IFEMA MADRID. If the GALLERY or PUBLISHER'S Application is accepted, this fee will be refunded by discounting it from the total amount of 1,600 EUROS (+10% VAT for Spanish galleries except residents in Ceuta, Melilla and the Canary Islands) for the ARCOmadrid Exhibitor Services.

- All documentation required from the GALLERIES or PUBLISHERS must be submitted in English or in Spanish.
- Once the EVALUATION SHEET and payment receipt have been submitted under the conditions set out in rule 2.1, they will be assessed as specified in these Rules.
- The APPLICATION FORM of the accepted galleries should be addressed in writing to ARCOmadrid 2025 before October 25.

B.2. Evaluation and scoring of applications

Once the deadline for submitting applications is reached, the Organising Committee will assess all of them, strictly observing the SPECIFIC

En línea con ello, en la presente edición se valorarán los siguientes aspectos, con la puntuación máxima por cada uno de los miembros del Comité Organizador indicada:

RULES FOR PARTICIPATION and the RULES OF THE ORGANISING COMMITTEE for ARCOmadrid 2025. In line with these rules, the following aspects will be assessed in this edition, with the maximum score by each of the members of the Organising Committee indicated:

I. ARCOmadrid 2025 PROJECT	35 Puntos
II. GALLERY PROGRAMME -Artists represented by the gallery It will be mandatory to have at least four exhibitions in 2023 as well as in 2024	30 Puntos
III PRESENCE OF ARTISTS IN INSTITUTIONS AND MUSEUMS -Exhibitions and sales achieved by the galleries in 2023-2024	20 Puntos
IV PARTICIPATION IN ARCOmadrid	5 Puntos
V PARTICIPATION AT OTHER INTERNATIONAL ART FAIRS	5 Puntos
VI PRESENCE IN LISTS, GALLERY PLANS, WEBSITES, PUBLICATION OF CATALOGUES AND APPEARANCE IN SPECIALISED PRESS THROUGHOUT THE YEAR 2024	5 Puntos

6. Specific Rules for Participation in ARCOmadrid 2025

According to section 1.1, there will be 11 members of the Organising Committee at ARCOmadrid 2025.

Each voting member of the Organising Committee will assess each of the galleries out of the maximum score indicated, the maximum overall score that a Gallery can be awarded being 100 points. Accordingly, the maximum score that a Gallery can achieve from all members of the Organising Committee with the right to vote will be 1100 points. These scores will be given by the Organising Committee within the framework of a presence-based or online meeting. All applicant GALLERIES or PUBLISHERS, whether they attended the previous edition or not, will be evaluated by applying the above.

B.3. Resolution of the received applications

- The PARTICIPATION of applicant GALLERIES and PUBLISHERS will be resolved by IFEMA MADRID in accordance with the evaluations of the Organising Committee.

The resolutions will be based on the Conditions expressed in these SPECIFIC RULES, and on the scores assigned by the Organising Committee for each application, in accordance with the evaluation criteria, based on the information received from each applicant GALLERY and PUBLISHER.

- The EXHIBITING GALLERIES or PUBLISHERS that have accredited the necessary qualities may participate in ARCOmadrid 2025 in strict order of scoring, provided there is space available.

At the proposal of the Management, IFEMA MADRID will decide on the maximum area of total exhibition space available for participating GALLERIES and PUBLISHERS.

The Management of ARCOmadrid may fill any vacancies that may occur amongst the EXHIBITING GALLERIES and PUBLISHERS initially selected in strict order of scoring, and shall include those whose score demonstrated the necessary qualities to participate, but would not have had access to a booth due to space limitations (WAITING LIST).

The WAITING LIST may be completed with those applicants that the Appeals Committee, in resolving the submitted appeals, considers to have demonstrated the qualities required to participate with their score, and the DEFINITIVE WAITING LIST will be established. Once the DEFINITIVE WAITING LIST has been prepared, the Management of ARCOmadrid will proceed to fill the vacancies in the manner indicated above.

IFEMA MADRID, through the Management of ARCOmadrid, will proceed to inform the Applicant in writing of the decision taken regarding their participation or otherwise, as indicated.

- Those GALLERIES and PUBLISHERS that have obtained the necessary score will be given the status of EXHIBITOR, and must make the mandatory payments within the period indicated in the APPLICATION FORM. Failure to comply with this payment obligation will result in the loss of Exhibitor status, and the Management may allocate the space to the next applicant on the list. Likewise, the conditions expressed in the APPLICATION FORM (registration fees, payment deadlines, assembly dates, insurance and others) must be met; otherwise exhibitor status will be lost.

Exhibitor renunciation to participate in the fair is regulated in the General Rules for Participation of IFEMA MADRID - art. 7 of the General Conditions of Admission and Contracting - and is grounds for termination of the contractual relationship between IFEMA MADRID and the Exhibitor under the terms and conditions specified in the aforementioned article.

6. Specific Rules for Participation in ARCOmadrid 2025

- The Management shall notify those GALLERIES or PUBLISHERS that have not achieved the necessary score to be exhibitors whether they have been included in the WAITING LIST or whether it is considered that they have not demonstrated the necessary qualities to participate in the fair with the score they have obtained.
- The Management will also inform any GALLERY or PUBLISHER of the achieved score if they request it.

B.4. Appeal

GALLERIES or PUBLISHERS that have not achieved a necessary score to obtain a booth in the IFEMA MADRID selection process in accordance with the evaluations of the Organising Committee may appeal against this decision to the Appeals Committee cited in Article 1.2 of these Rules.

To this end, it will be necessary for the GALLERY or PUBLISHER to inform the Management of their intention to appeal by email within five business days after notification of the resolution by email on their participation in the fair. In this case, within five business days, they will be informed by email of the points they have obtained, broken down in accordance with the EVALUATION AND SCORING CRITERIA.

If, after finding out its score, the gallery wishes to file an appeal, this must be sent by registered post with acknowledgement of receipt to IFEMA MADRID, addressed to the Management of ARCOmadrid 2025, within five business days following notification of the score obtained, and the Management shall transfer it to the Appeals Committee, which must resolve on all appeals before **November 14th**.

The Appeals Committee will review all claims of the Galleries or Publishers that have appealed. In reviewing them, it will not be able to take into account any new documentation different from that provided in

the EVALUATION SHEET, only the allegations formulated in the appeal brief will be analysed.

Only in those cases in which the Appeals Committee appreciates considerable arbitrariness in the score given, the score may be adjusted upwards, depending on the relevance of the scored item, with the consequences that this entails as regards acquisition of exhibitor status or inclusion in the WAITING LIST or the maintenance of the status of NOT ADMITTED.

The Fair Management shall attend the meetings convened by the Appeals Committee, as an observer but without vote.

The decisions of the Appeals Committee shall be notified in writing and will be final.

IFEMA MADRID declines all responsibility for expenses incurred by the GALLERY or PUBLISHER whose application is not accepted in relation to its attempt to participate in ARCOmadrid 2025, since this is complete responsibility of the applicant and external to IFEMA MADRID.

2.2. Participation of galleries in curated programmes

IFEMA MADRID may admit GALLERIES or PUBLISHERS that have not formally applied to take part in ARCOmadrid 2025. These will be selected, where appropriate, by curators appointed for that purpose. The curators will be selected by IFEMA MADRID as professionals of renowned international prestige in the contemporary art sector and for being suitably qualified to form the curated sections determined by the venue. The selection must be made in accordance with the parameters established in each respective project of the curators of each section, and must be validated by the Organising Committee.

6. Specific Rules for Participation in ARCOmadrid 2025

2.3. By invitation of IFEMA MADRID (Institutions, cultural spaces, publications and art magazines as well as editors devoted to contemporary art)

At its discretion, IFEMA MADRID may allow certain INSTITUTIONS that have distinguished themselves by promoting contemporary art and collecting to participate in ARCOmadrid 2025. It may similarly admit a selection of CONTEMPORARY ART MAGAZINES AND PUBLISHERS that represent the most significant research around contemporary art and collecting.

2.4. Participation by invitation of the Organising Committee to International Galleries and Publishers of renowned prestige

In order to enhance the prestige of the Fair, the ORGANISING COMMITTEE may invite a limited number of GALLERIES or PUBLISHERS to participate, without undergoing the selection procedure, when their international renown might contribute to attracting visitors and collectors of the highest level to ARCOmadrid. Those galleries of renowned prestige that are benchmarks in the international market and whose artists are present in the collections of the main contemporary art museums in the world will be considered.

3. CONDITIONS FOR PARTICIPATION IN ARCOmadrid

3.1. Assignment of booths

The Management will assign the booth to each EXHIBITOR, once it has met each and every one of the specified requirements.

These assignments shall be based primarily on:

a) The position obtained in the classification list and in coordination with the Fair Management.

b) The Division into subgroups according to particular characteristics and the overall layout of ARCOmadrid 2025.

Once the booths are assigned, Management shall draw up a plan of the halls showing the location of each EXHIBITOR's individual booth.

The Management reserves the right to modify the conditions of each booth, within reasonable criteria, modifying the locations, dimensions or shape as requested, when the concept, layout, or distribution of the overall exhibition space so requires.

Each EXHIBITOR shall be informed of its booth assignment with a copy of the map of the entire Fair, indicating its exact location.

Likewise, each exhibitor will be informed of the construction company that will be in charge of the set up of their booth.

3.2. Exhibitor's Obligations

All participants and their employees must agree to observe these SPECIFIC RULES and IFEMA MADRID GENERAL RULES FOR PARTICIPATION, as well as all provisions set forth in the EVALUATION SHEET and APPLICATION FORM.

3.3. Exhibition project and works to be exhibited

The EXHIBITOR undertakes to present its exhibition project for ARCOmadrid 2025 and to declare the works that it is presenting prior to the Fair being held. If there is any subsequent change, the Fair shall be notified in writing.

Only original avant-garde works of the 20th and 21st centuries will be presented, in accordance with the following conditions:

- a) Oil paintings, watercolours, pastels, drawings, collages.
- b) Graphic and original multiples.

6. Specific Rules for Participation in ARCOmadrid 2025

- c) Original sculptures (posthumous copies made from original moulds should be labelled as such) installations and ephemeral work.
- d) Photography, video, digital and electronic art.

The following are prohibited:

- a) Forged artworks, or pieces of illicit origin.
- b) Highly restored, damaged, or altered pieces.

3.4. Inspection of exhibited works

The Management, advised by the COMMITTEE, shall inspect the booths, both during setting-up and throughout the duration of ARCOmadrid 2025, in order to supervise and control compliance with the present rules, as well as to verify that the design and presentation of the booth is in accordance with the objective criteria and spatial conception of ARCOmadrid 2025.

In the event of the existence of objections to any of the artworks on display or to be displayed, the EXHIBITOR shall be compelled to resolve the situation that may have motivated such objections, removing the piece or substituting another, admissible one. If not, the booth shall be closed, and the EXHIBITOR shall have no right to any form of compensation.

Failure or resistance to comply with the above, as well as the closure of a booth, may justify an EXHIBITOR's exclusion from the next edition of ARCOmadrid, as set forth in Sections 3.5 ("Exclusion") of these RULES.

3.5. Exclusion

The following shall be motives for exclusion of an EXHIBITOR from ARCOmadrid 2025, before or during the Fair, and, when appropriate, for closure of its booth:

- a) Closure of the GALLERY or PUBLISHER.

b) LACK of compliance with the SPECIFIC or GENERAL PARTICIPATION RULES, as well as the non-observance of the conditions expressed in the APPLICATION FORM:

b.1) Failure to pay any amount owing to IFEMA MADRID for participation in ARCOmadrid.

b.2) Non-compliance with the booth's public opening hours, or manifest irregularity in opening hours.

b.3) Failure to comply with warnings received in writing regarding the booth's presentation and maintenance.

b.4) Subletting part (or all) of the booth to one or more other GALLERIES or PUBLISHERS.

b.5) Consideration that the works exhibited and the presentation of the booth fail to meet the international level of ARCOmadrid 2025.

c) Sale of forged artworks or artworks of dubious identity.

3.6. Press Office

The mission of the Press Office is to present information regarding the artists and GALLERIES or PUBLISHERS to daily newspapers and the specialized art press.

EXHIBITORS should therefore provide the wide-ranging, accurate information, as well as high-quality graphic material, which may be requested of them.

3.7. Promotional Material

The free promotional material corresponding to the different fair programmes is detailed below.

The amounts allocated depend directly on the contracted area.

6. Specific Rules for Participation in ARCOmadrid 2025

ARCOmadrid

	SHARED MAGAZINES	INDIVIDUAL MAGAZINES AND PUBLISHERS	CURATED SECTIONS	CURATED SECTIONS AND GENERAL PROGRAMME	GENERAL PROGRAMME
AREA	0-5 sq.m.	6-23sq.m.	20-35 sq.m.	36-59sq.m.	60-150sq.m.
PROFESIONAL DIGITAL INV.	10	15	20	45	60
PUBLIC DIGITAL INV.	10	15	20	45	60
EXHIBITOR/ARTIST PASSES	2	2	7	7	15
GUEST DIGITAL PASSES	1	1	10	15	15
CATALOGUE	1	1	1	1	1

6. Specific Rules for Participation in ARCOmadrid 2025

3.8. Booth assembly rules

A) SPECIFICATIONS OF MODULAR BOOTH

- Booth open to aisle.
- The interior walls of the booth will be made of chipboard mounted on both sides on a 5cm frame, making the wall 10cm thick. The height of the booths is 3.66m. Items can be nailed or hung at any point. The boards will be bonded with special tape to prevent them being opened.
- Power Supply: Electrical board with differential and magneto-thermal switch prepared for a supply of 130 W / sq.m. with 500 W sockets.
- Lighting: LED spotlights (4000° Kelvin - CRI > 90).
- Layout: installation of 1m arm spotlights mounted to the wall at 3.66m and truss spotlights suspended 4m above the ground. The proportion of arm spotlights to truss spotlights for each gallery will be 50/50. This proportion cannot be modified.
- Painting: All walls will be finished with matt white plastic paint.
- Signage: Using standard lettering, including commercial name, city of provenance and booth number.

B) PERIODS FOR ENTRANCE/EXIT OF WORKS – BOOTH INSTALLATION

- The booth will be handed over, totally constructed, **on Monday 3 March at 9 a.m.**

- **The entrance & installation of works** may be carried out on the following days and times:

Monday 3 March from 9 a.m. to 2 a.m. (early Tuesday morning)

Tuesday 4 March from 9 a.m. to 2 a.m. (early Wednesday morning)

During opening hours of the fair, no installation of art works may be carried out on the booths.

- Exit of works and dismantling

9 March from 6.30 pm. to 2 am., and on Monday 10 March from 8.30 am. to 2 pm.

The ARCOmadrid Fair Office opening hours during assembly and dismantling will be from 9.00 a.m. to 8.30 p.m. and Exhibitor Help Desk will be open from 8.30 a.m. to 8.30 p.m.

4. OPTIONAL COMPLEMENTARY SERVICES

4.1. Services catalogue

The IFEMA MADRID Services Catalogue includes all of the services that IFEMA MADRID offers, along with rates and terms and conditions. These services can be purchased at ifema.es/arco Expo Zone

6. Specific Rules for Participation in ARCOmadrid 2025

A 5% discount will be applied to selected services purchased from the EXPO ZONE on or before 26th January, 2025. From 18th February, 2025, a 25% surcharge will be applied. These rates are subject to periodic changes depending on the evolution of costs. Updated prices are available at the time of contracting on the institutional website in the EXPO ZONE. This discount does not apply to general services, the booth design service, outdoor advertising services, rental of meeting rooms, fair payment terminals or services specific to the fair in question.

4.2. Advertising Services (advertising and sponsors)

A set of advertising services to maximise your participation at the fair and get the best return on your investment:

- Outdoor advertising: a wide range of strategically located supports in areas with guaranteed traffic of visitors and exhibitors at the exhibition centre.
- Sponsoring of promotional items with your logo or brand image: ID tags, other specific items selected by you to hand out to visitors.
- Banner on the Fair's website. publicidadexterior@ifema.es
(+34) 91 722 53 08 / 40

FINAL PROVISION

IFEMA MADRID does not assume liability for the opinions expressed by the COMMITTEE or by any of its members before or after its proceedings, in relation to any of the submitted Applications.

ACCEPTANCE BY THE GALLERY OR PUBLISHER OF THE SPECIFIC RULES FOR PARTICIPATION IN ARCOmadrid 2025

The signatory and responsible of the EVALUATION SHEET and APPLICATION FORM (once accepted and sent) acknowledges that he/she is aware of the IFEMA MADRID General Participation Rules and the Specific Participation Rules for ARCOmadrid 2025, accepts them, and undertakes to observe them to their full extent.

The signatory of the Participation Request will act in dealings with the Management of ARCOmadrid 2025 and for all purposes as representative of the Applicant Gallery or Publisher.

Thank you

