



THE FUSION ART GALLERY
ART HOUSE
Villa El Martinete

Press release

Villa El Martinete and The Fusion Art Gallery:

Creating Costa Del Sol's first Art House concept

Villa El Martinete is proud to announce its collaboration with The Fusion Art Gallery in Marbella for the creation of the first Art House concept on Costa del Sol. Every

month, various works of art will be curated by The Fusion Art Gallery and located within the property for the enjoyment of our guests. The Art House will feature rotating exhibitions from both local and global artists, blending contemporary pieces with the villa's rich history connected to Antonio Ruiz Soler and Pablo Picasso.

Filled with an eclectic mix of art, including statues, paintings, sculptures, handcrafted artistic furniture, light fixtures, and performance art both inside and outside, this dynamic Art House will be an integral part of the villa's ambiance. This immersive art experience is designed to captivate and inspire visitors, creating a vibrant cultural hub.

We are committed to making this dynamic Art House accessible to the public. Available art tours will allow everyone to explore and appreciate the diverse range of artworks on display. For those interested in a more immersive experience, the villa is also available for rent, allowing guests to live with the art or host events in this extraordinary setting.

By transforming El Martinete Villa into an art and cultural mecca, we aim to create a dynamic destination that celebrates art and culture and attracts visitors and enthusiasts from around the world.

We aim to host art fairs, exhibitions, art auctions, and cultural events that draw international crowds and foster a vibrant art community. Booked guided tours will showcase the art and the villa's history to the public," providing visitors with a deep dive into its cultural significance. Additionally, we plan to create an Art Collector Club that attracts collectors worldwide, providing members with access to private viewings,

exclusive auctions, and networking events with new and emerging artists and high-profile collectors. Art workshops and masterclasses led by renowned artists will cater to both amateurs and seasoned artists, offering enriching learning experiences.

Invitation to Private Opening Event

We are hosting a private opening for the press and selected guests on July 8th, 2024. Private invitations will be sent out for an exclusive preview of this unique cultural space. Be among the first to experience the Dynamic Art House and see the captivating blend of art and history that Villa El Martinete offers.

For further details please contact us at marbella@thefusionartgallery.com

For more information, contact:

Villa El Martinete

Ini Ghidirmic ini@primventuresinc.com

The Fusion Art Gallery

Johan Grundin johan@thefusionartgallery.com

Background Information

Villa El Martinete

Villa El Martinete is one of the most legendary estates on Spain's famous Costa del Sol, located just outside Marbella. This villa boasts a rich history and unique cultural significance, deeply intertwined with Spain's artistic heritage. The original owner, Antonio Ruiz Soler, also known as "El Bailarín," was one of Spain's most famous flamenco dancers. He named the villa after the 'Martinete' flamenco, his own creation and most celebrated dance.

The villa has been a creative haven and a meeting place for cultural icons, including the legendary Pablo Picasso, who was a frequent visitor. One of the villa's most notable features is the La Danza Pool, adorned with a copy of a drawing by Picasso, making it a unique intersection of art and luxury. Today, El Martinete continues to embody a blend of classic style and modern luxury, offering lush gardens, luxurious accommodations, and a newly renovated spa and leisure complex.

Read more at www.elmartinetevilla.com

The Fusion Art Gallery

The Fusion Art Gallery in Marbella is a dynamic venue showcasing new and emerging artists from around the world. Co-founded by Johan Grundin, an accomplished artist and entrepreneur, the gallery fosters a vibrant community where creativity and appreciation thrive. It provides a premier platform for artists, blending contemporary art with luxury experiences.

With 2500 sqm of exhibition space, The Fusion Art Gallery makes art accessible to a broad audience. The gallery hosts various events, attracting high-end clients, celebrities, and art enthusiasts. It also offers comprehensive support to artists, including marketing, PR, and connections to an extensive art collector network.

By collaborating with Villa El Martinete, The Fusion Art Gallery aims to enhance its mission of merging art and luxury, creating unique experiences that inspire and captivate both artists and art lovers. This partnership marks a milestone in the cultural landscape of Costa del Sol, promising unparalleled art experiences and fostering a vibrant, inclusive community.

Read more at www.thefusionartgallery.com