

FORMA!

LA FABRICA

Design Fair Madrid

MADRID
DESIGN
FESTIVAL

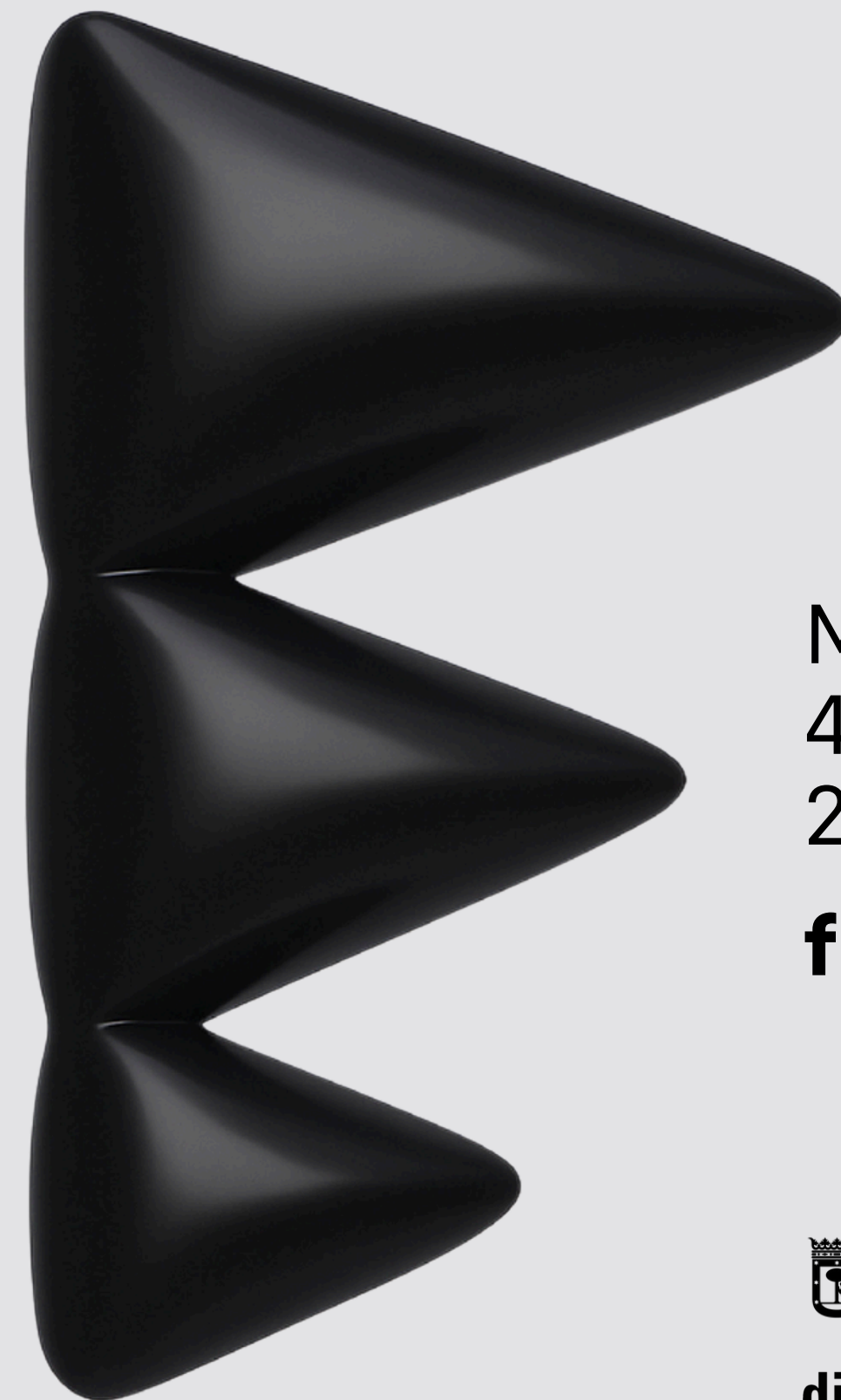




FORMA!

Design Fair Madrid

LA FABRICA



March
4–8
2026

Matadero
Madrid

formadesignfair.com



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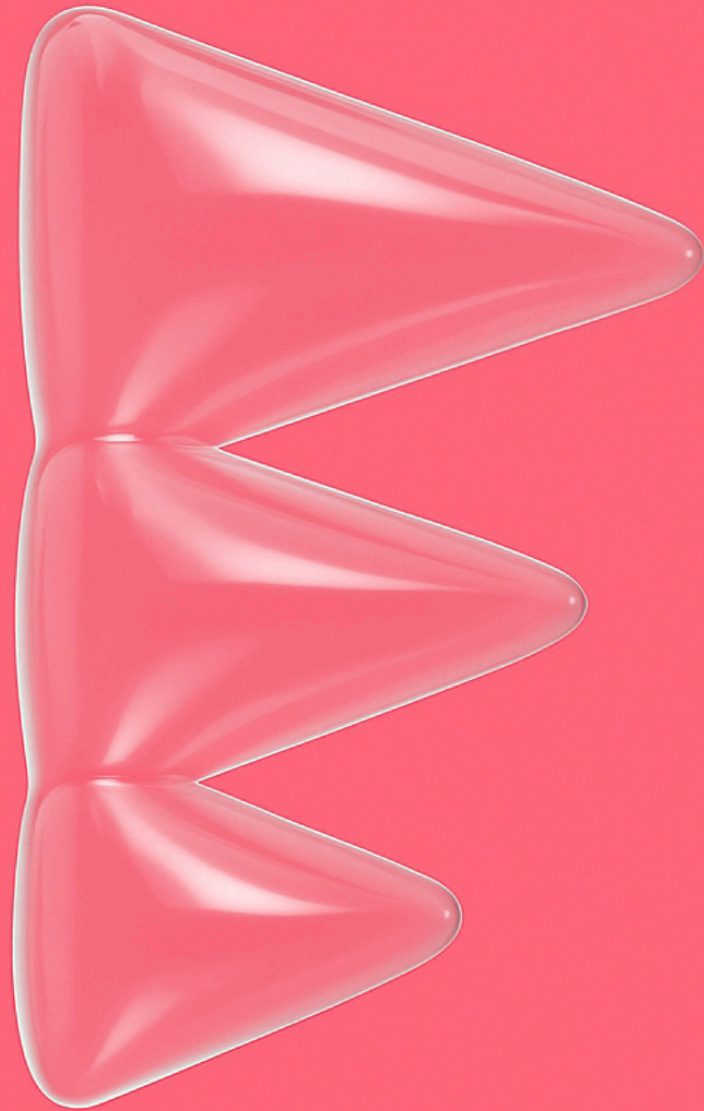


FORMA is what gives identity and essence, defining what sets something apart from its material.

FORMA.





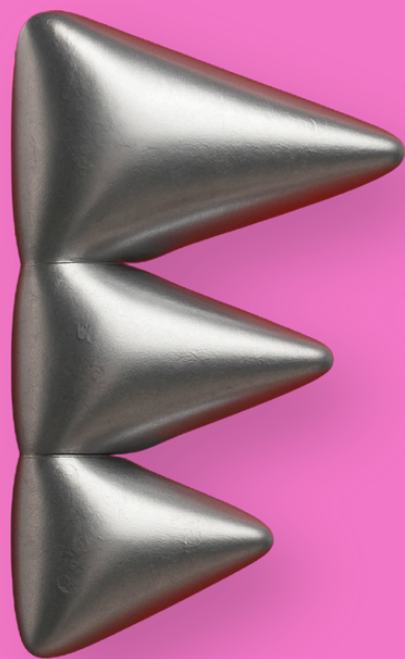


WELCOME TO FORMA

FORMA is the international fair in Spain dedicated to collectible design. A meeting point that brings together proposals from galleries, studios, design publishers, specialty shops, and designers with unique or limited-edition pieces.

Born within the framework of Madrid Design Festival, FORMA aims to position Madrid on the international map of collectible design, projecting this discipline as an economic, cultural, and strategic driver. Through its programming and its network of key players, it activates the city as a benchmark space for the most innovative and market-driven design.

FORMA promotes knowledge and critical thinking around design, as well as the connection between key players in the sector, strengthening the creative ecosystem.



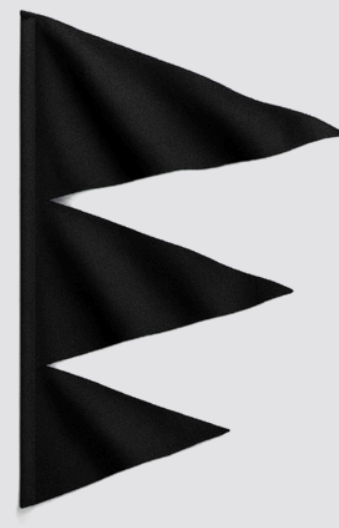
<div>DESIGN GALLERIES (NATIONAL & INTERNATIONAL)</div> <div>CONTEMPORARY DESIGN PUBLISHERS</div> <div>DESIGNERS</div> <div>BRANDS WITH LIMITED-EDITION DESIGN</div> <div>PROPOSALS</div> <div>STORES WITH SPECIFIC PROJECTS</div>	DESIGNER FURNITURE
	LIMITED EDITIONS
	CERAMICS AND PORCELAIN
	DECORATIVE OBJECTS
	LIMITED EDITION TABLEWARE
	LIGHTING
	CONTEMPORARY TEXTILES

FORMA. Design Fair Madrid



FORMA is presented as a key complementary platform within Madrid Design Festival, with the aim of boosting the design market as a space for acquisition and prestige, focused on limited, unique, and exceptional.





Held at Nave Una and DIMAD within Matadero, FORMA will be an annual international event bringing together professionals, brands, publishers, galleries, and designers.

In a context of cultural vibrancy, urban renewal, and international openness, Madrid is establishing itself as one of the most dynamic capitals in Europe and as an economic driver of the design market. With FORMA, this movement is both supported and reinforced, positioning the city as a key destination for collectible design. Coinciding with ARCO, the fair becomes a key platform and an essential opportunity for many professionals seeking visibility.

FORMA is launching as an international platform that connects with the design sector's key audiences, professionals, and institutions. Its aim is to forge new links between creation, space, and the market.

BRANDS

CONTRACT Y HOSPITALITY

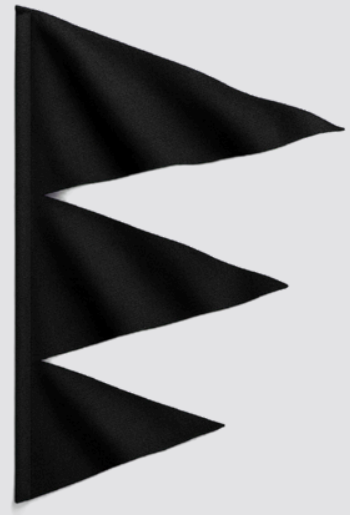
INTERIOR DESIGNERS AND ARCHITECTS

INSTITUTIONS

COLLECTORS



TEAM FORMA



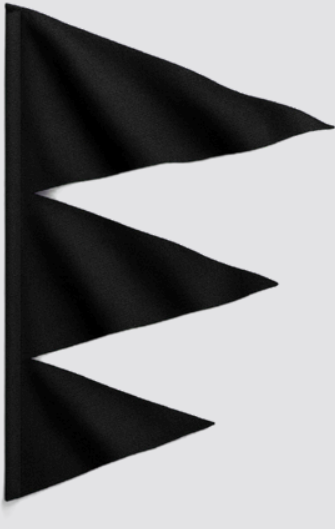
FORMA is a fair created by **La Fábrica**, a cultural management company established in 1994. La Fábrica develops contemporary projects related to creativity, design, and the arts.

FORMA was born within Madrid Design Festival, created by La Fábrica under the direction of Álvaro Matías in 2018. Each year, it increases its national and international visibility by presenting innovative and accessible proposals.



TEAM FORMA

The fair's team comprises professionals with extensive experience in high-impact cultural projects, alongside recognized specialists in various fields of design. We collaborate with numerous national and international institutions and brands that share our vision for the project



ARTISTIC DIRECTION



A PROJECT BY

IN COLLABORATION WITH



Antonio Jesús Luna

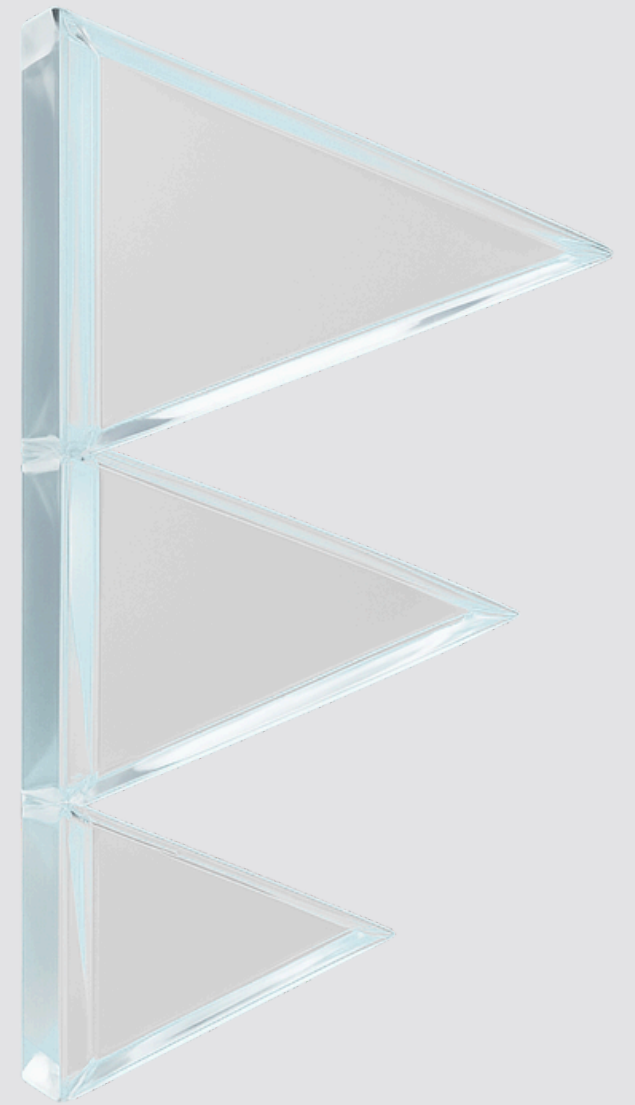
Co-editor of ROOM Diseño, this individual brings over 20 years of experience in cultural management, having worked with organizations like La Casa Encendida and IED.

Emerio Arena

Co-editor of ROOM Diseño, this individual has over 20 years of experience in art direction, working for various specialized design magazines.

FORMA is how elements are presented in space; it's the external, perceptible manifestation of something, what allows it to be identified

FORMA.



(PER)FORMA

The (Per)FORMA program positions design as a primary tool for expression and articulation. This initiative forms part of the fair's parallel activities, extending its reach beyond the exhibition space.

Through this program, design transcends its traditional function to become a driver of creative and conceptual processes, using dynamic formats that foster interaction, dialogue, and reflection with the public. In this way, design is presented as an active agent in the exploration and promotion of new cultural, communicative, and contemporary ways of thinking.



COLLECTING PROGRAM

FORMA will feature a Collecting Program focused on building connections between all specialized agents in the sector: designers, galleries, exhibition spaces, institutions, collectors, and interested audiences.

This program aims to foster a strong and committed collecting culture by creating spaces for exchange, dialogue, and collaboration that reinforce the value of design as a unique or limited-edition work.

Through guided tours, professional meetings, and specialized advisory services, the program will serve as an active platform for knowledge exchange and the promotion of collecting.



LOCATION

NAVE UNA Y DIMAD

802m² EXHIBITION SPACE	EXCLUSIVE EXPERIENCE SPONSORS	Space for Madrid Creators
Exhibitors SELECTED BY THE ARTISTIC DIRECTION	International designers	Individual or collective participation

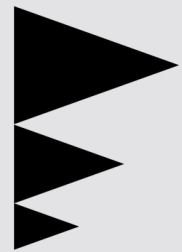
Competitive rates for
exhibitors

On-site participation: local,
national and international.

A dynamic environment
alongside other cultural and
commercial initiatives.

EXHIBITOR FEES

Space 10 m²



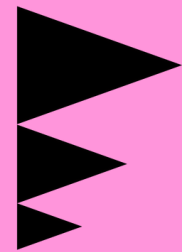
Galleries, studios, design publishers, stores specializing in design, and designers with more than 5 years of experience.

Projects of both national and international scope.

€200 / m²
Registration fee: **65*€***

*Non-refundable administrative fee, even if the gallery is not selected.

Space 20 m²-29 m²



Galleries, studios, design publisher's specializing in design shops, and designers with more than 5 years of experience.

Projects of both national and international scope.

€190 / m²
Registration fee: **135€***

*Non-refundable administrative fee, even if the gallery is not selected.

Space 30 m² - 39 m²



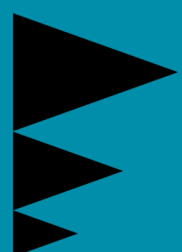
Galleries, studios, design publishers, stores specializing in design, and designers with more than 5 years of experience.

Projects of both national and international scope.

180€/ m²
Registration fee: **200 €***

*Non-refundable administrative fee, even if the gallery is not selected.

Spacea 40 m² - more



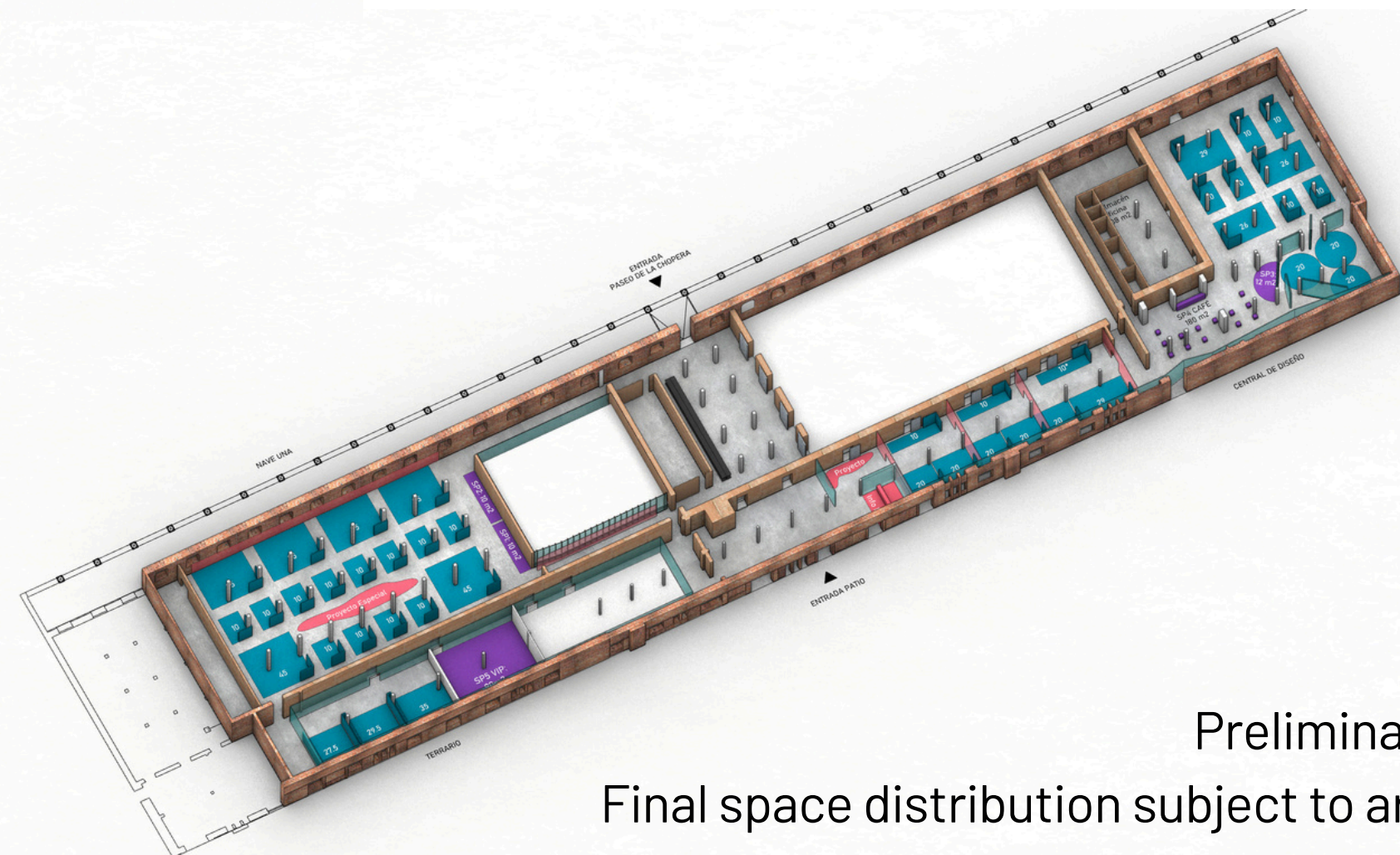
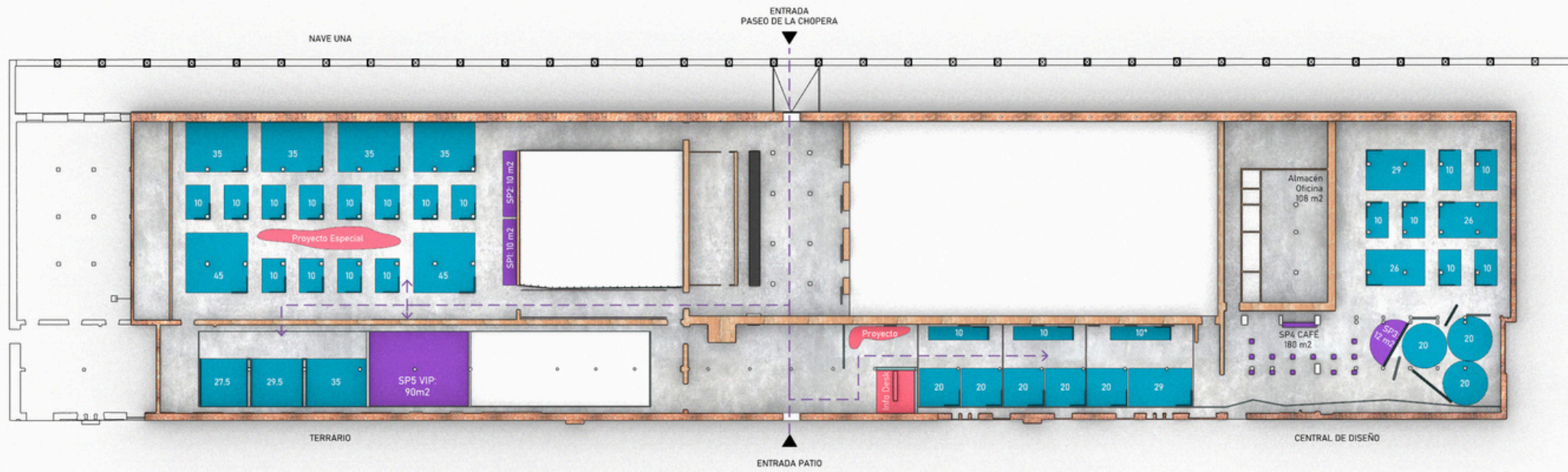
Galleries, studios, design publishers, specialised shops, and designers with more than 5 years of experience.

Projects of both national and international scope.

170€/ m²
Registration fee: **270 €***

*Non-refundable administrative fee, even if the gallery is not selected.

*La tarifa de participación cubre el uso del stand por la duración del evento. TODOS LOS PRECIOS SON SIN IVA.



Preliminary visualization.
Final space distribution subject to artistic direction.
Exact design may vary.

PUBLIC OPENING HOURS:

Thursday, March 5, 2025: 11:00 h – 21:00 h

Friday, March 6, 2025: 11:00 h – 21:00 h

Saturday, March 7, 2025: 11:00 h – 21:00 h

Sunday, March 8, 2025: 11:00 h – 15:00 h

FORMA es aquello que permite identificar un determinado ser y diferenciarlo de otros objetos o seres.

FORMA.





MADRID DESIGN FESTIVAL

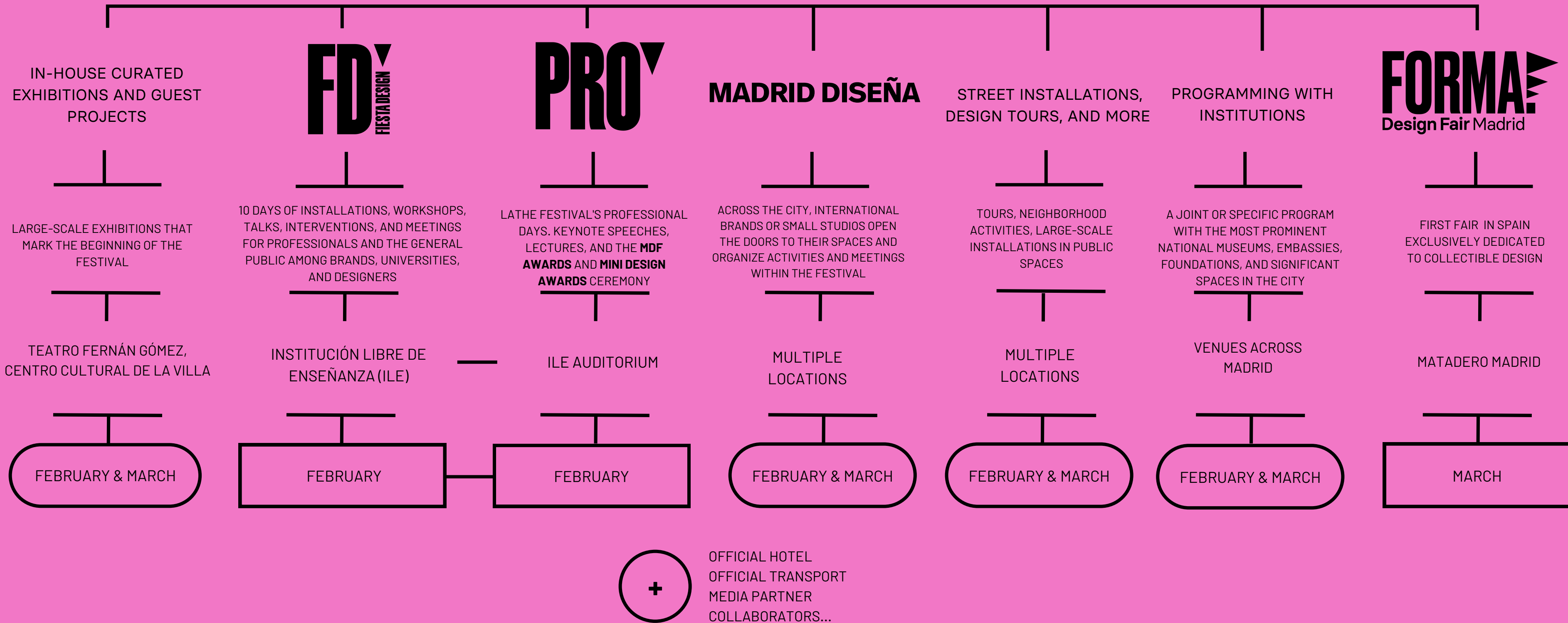
At Madrid Design Festival, design showcases its transformative power each year, demonstrating how this discipline is essential for addressing the challenges of an ever-evolving society. With a democratic and cross-disciplinary approach, the festival opens its doors to all audiences and fosters the hybridization of disciplines, highlighting the importance of design for development and prosperity.

FORMA, an initiative born within the framework of Madrid Design Festival, aligns with this vision to continue amplifying the role of design in society.

Established as an international platform, the festival transforms Madrid into a vast interactive showcase every February and March, bringing together designers, brands, institutions, and schools through more than two hundred exhibitions and activities. Under the motto "Redesigning the World," the event fosters dialogue and a culture of design, inspiring creativity and responsibility among both professionals and the general public.

MDF ▼ 26

LA FABRICA



286K
VISITANTES

112
INSTITUCIONES
Y MARCAS

783
APARICIONES PRENSA
NACIONAL- INTERNACIONAL

CIFRAS MDF25

6
SEMANAS

115
EXPOSICIONES E
INSTALACIONES

338
ACTIVIDADES

722
PROFESIONALES
CON PARTICIPACIÓN DIRECTA

55
ACCIONES LOCALES

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