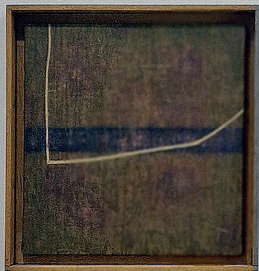


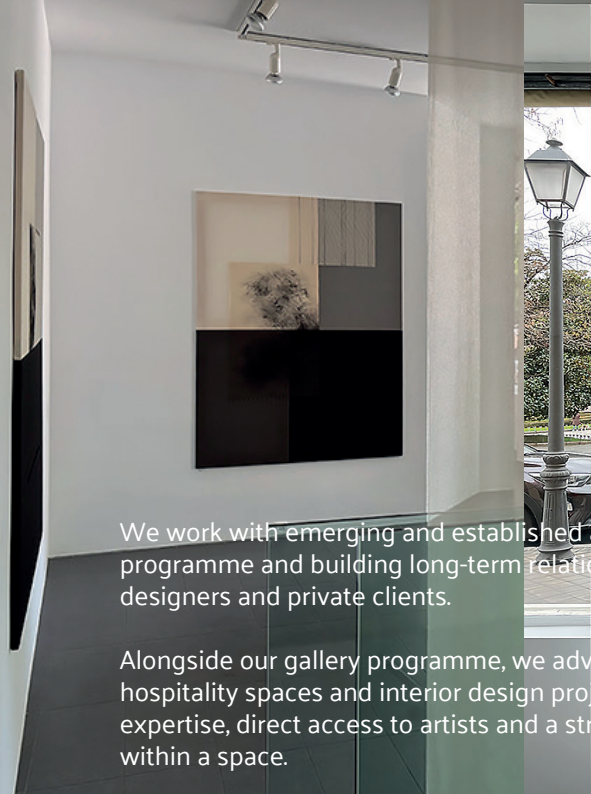
A modern, minimalist interior space featuring two light-colored armchairs, a large abstract painting, and a floor lamp. The text "MATERNA | ART GALLERY & HERENCIA" is overlaid on the right side of the image.

MATERNA | ART GALLERY
& HERENCIA

ART, SPACES & COLLECTING



We believe art is at its most powerful when it becomes part of a space,
a story and a way of living



MATERNA & HERENCIA
is a contemporary art gallery
located in central Madrid,
beside the Museo del Prado.



We work with emerging and established artists, developing an active exhibition programme and building long-term relationships with artists, collectors, interior designers and private clients.

Alongside our gallery programme, we advise on art for private residences, hospitality spaces and interior design projects, bringing together curatorial expertise, direct access to artists and a strong understanding of how art works within a space.



SPACE



ART



PEOPLE

We believe the right artwork should feel inseparable from the space it inhabits.

Our approach brings together this three essential elements

We look for the point where all three come together – creating spaces in which art feels natural, distinctive and deeply connected to its surroundings.

FERNANDO HERENCIA

With more than twenty years of experience in the art world, Fernando has built his career around discovering, supporting and promoting emerging artists, several of whom have gone on to gain significant recognition as their careers developed. Driven by a genuine passion for contemporary art, he combines a strong instinct for identifying artistic talent with a highly developed visual sensitivity. His experience extends beyond selecting individual works to creating compelling environments and curating exhibitions in which artworks, space and atmosphere come together naturally. His long-standing relationships with artists, collectors and clients are at the heart of the gallery's curatorial vision.



MAGDALENA MATERNA

Polish by origin and based in Madrid, Magdalena brings a cross-cultural and international perspective to the gallery's curatorial and advisory work.

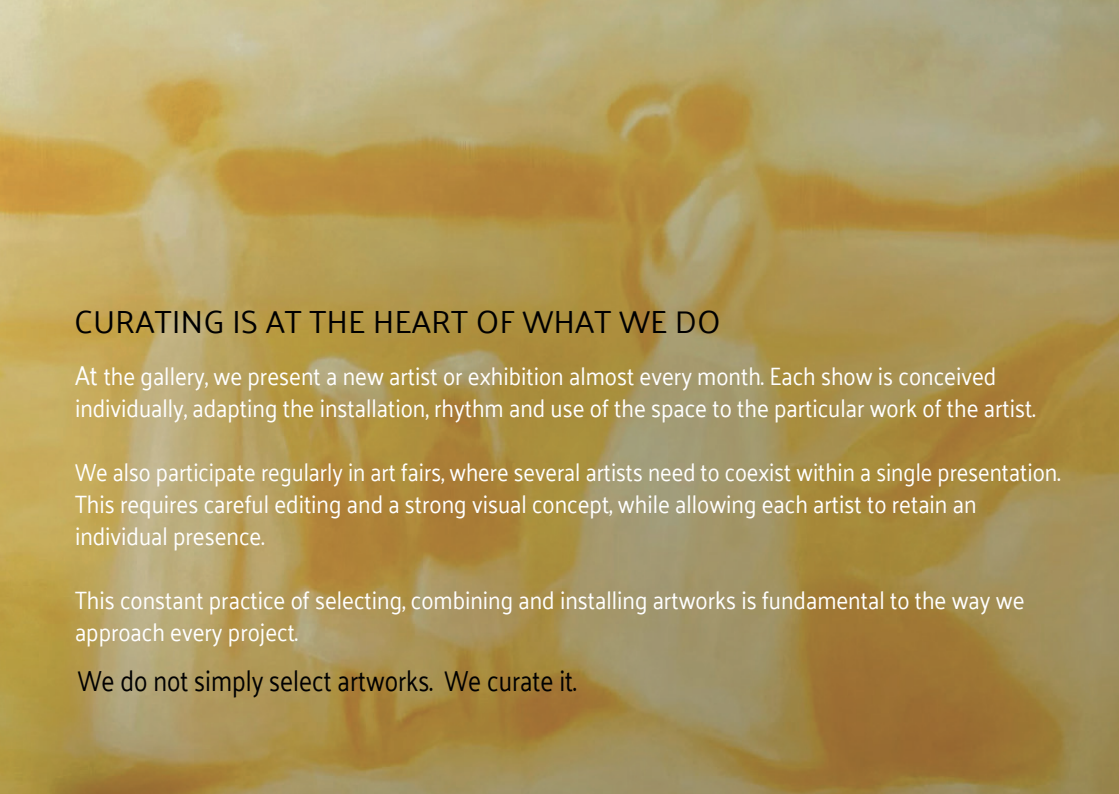
Working closely with private collectors, interior designers and clients, she has developed a particular sensitivity to the way art interacts with architecture, interiors and the identity of a place. Her approach combines an understanding of the client with a strong awareness of context, allowing her to translate artistic ideas across different cultures and environments. Her Polish background, life in Madrid and international outlook give her a natural ability to move between local identity and a broader contemporary visual language. For projects in Poland, Magdalena takes a leading role, overseeing the process personally and acting as the gallery's principal point of contact. Her Polish background, combined with her professional life in Madrid, allows her to bridge local context with an international approach to art, design and hospitality.

FOUNDERS AND DIRECTORS TWO PERSPECTIVES, ONE CURATORIAL VISION

Together, Fernando and Magdalena combine decades of experience, artistic instinct, cultural perspective and a deeply personal approach to art. Their work is guided by a shared belief that the right artwork does more than complete a space: it gives it character, emotion and identity.



CURATORIAL PRACTICE



CURATING IS AT THE HEART OF WHAT WE DO

At the gallery, we present a new artist or exhibition almost every month. Each show is conceived individually, adapting the installation, rhythm and use of the space to the particular work of the artist.

We also participate regularly in art fairs, where several artists need to coexist within a single presentation. This requires careful editing and a strong visual concept, while allowing each artist to retain an individual presence.

This constant practice of selecting, combining and installing artworks is fundamental to the way we approach every project.

We do not simply select artworks. We curate it.



ART ADVISORY & INTERIORS



We work directly with collectors and private clients, as well as alongside interior designers and architects, selecting art for exceptional residential and interior projects.

Our involvement can range from finding one defining work for a finished interior to developing a broader collection across an entire property.

Because we work with artists across a wide range of price points, our recommendations are guided by quality and relevance rather than price alone.





The most expensive artwork is not necessarily the right artwork – what matters is the impact it brings to the space and to the collection as a whole.

Many of these projects are private and therefore presented without identifying the client.



ART & HOSPITALITY



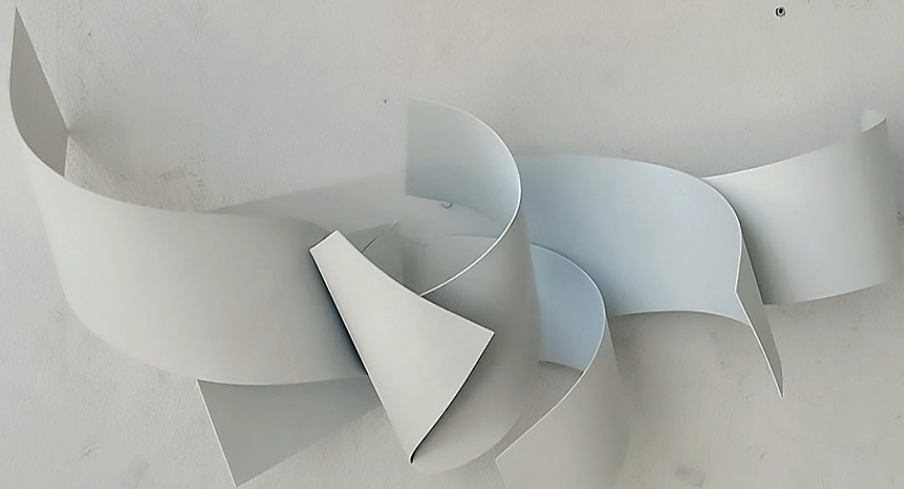
BOX ART HOTEL

Box Art Hotel is a boutique hotel near Madrid with a strong focus on contemporary art.

We manage its artistic programme as an evolving gallery space, curating and renewing exhibitions two to three times a year.

Our involvement includes exhibition concepts, artist selection, artwork placement and installation, giving us direct experience of how art functions within a hospitality environment over time.





ARTISTS & ARTISTIC NETWORK

Close relationships with local and international artists are central to the way we work.

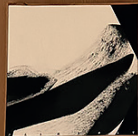
Our network includes artists working across different mediums, scales, generations and price points, allowing us to build collections with variety while maintaining a clear curatorial direction.

We work with both emerging and more established artists and, when a project requires it, can identify works beyond the gallery's regular programme.

Our direct relationships with artists also allow us to explore bespoke works and site-specific commissions developed in response to a particular space.

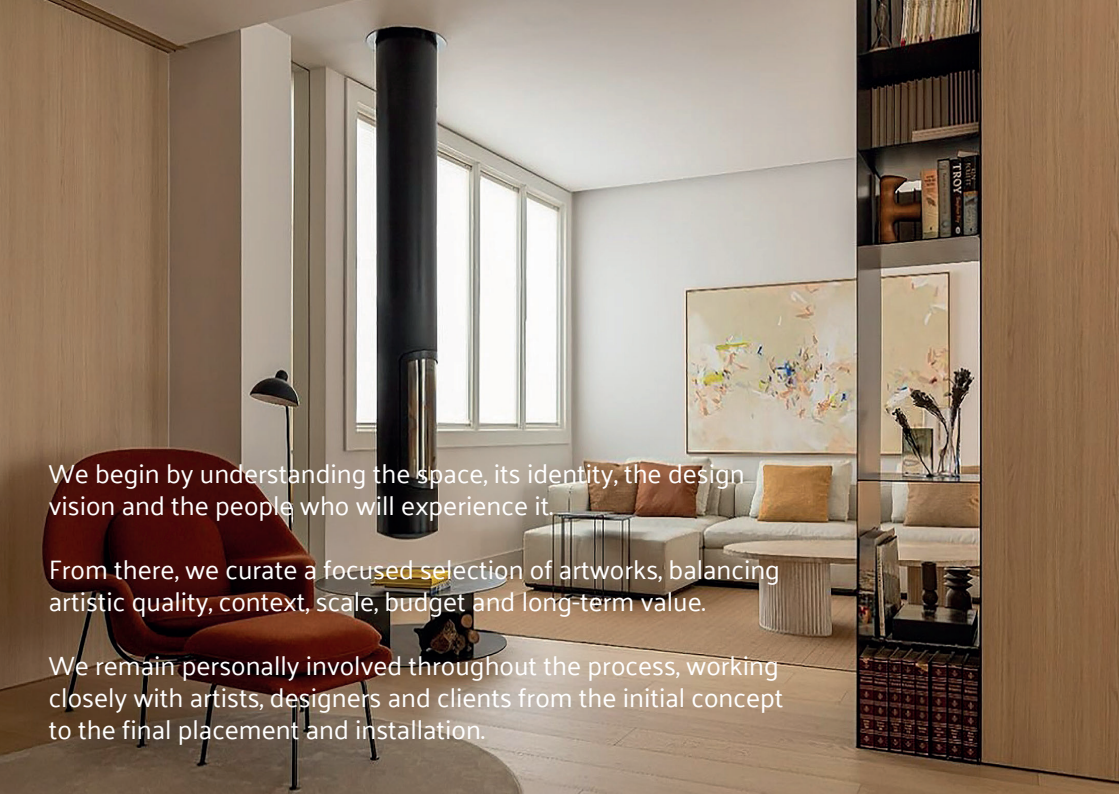








FROM CONCEPT TO INSTALLATION



We begin by understanding the space, its identity, the design vision and the people who will experience it.

From there, we curate a focused selection of artworks, balancing artistic quality, context, scale, budget and long-term value.

We remain personally involved throughout the process, working closely with artists, designers and clients from the initial concept to the final placement and installation.



MATERNA | ART
GALLERY
& HERENCIA

ART, SPACES & COLLECTING

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