# **ZÉLIKA GARCÍA WELCOMES DIRELIA LAZO AS THE NEW ARTISTIC DIRECTOR OF ZⓈONAMACO AND JUAN CANELA AS ARTISTIC DIRECTOR OF EL PATIO ABC ART BAJA CALIFORNIA**

Zélika García, Founder of ZⓈONAMACO, the largest art fair platform in Latin America, welcomes Direlia Lazo (Cuba, 1984) as the new Artistic Director, taking the place of Juan Canela (Spain, 1980), who will continue to collaborate closely with the team as Artistic Director of El Patio ABC Art Baja California, which concluded a successful first edition recently.

Direlia Lazo joins the team for the twentieth anniversary of ZⓈONAMACO to be held February 7-11, 2024 at Centro Citibanamex, Mexico City. She will continue strengthening relationships with exhibitors, collectors, curators, critics and the general public, along with Asbel Ramírez, Managing Director, and Zélika García, Founder of ZⓈONAMACO.

Lazo was curator of the ZⓈONAMACO EJES section in 2022 and 2023. She previously served as Director of Exhibitions for Faena Art in Miami and Buenos Aires (2016-2021). She has curated projects for institutions such as The Havana Biennial, La Tallera, and Times Museum Guangzhou; and has collaborated in projects by different artists. She is also the Founder of Havana Art Weekend and Together. Most recently, she curated the inaugural edition of the Faena Prize for the Arts (2022) in Miami.

Zélika García, Founder of ZⓈONAMACO and Co-founder of ABC Art Baja California, states:

"The work accomplished by Juan Canela was very valuable to the fair and I am happy we will continue collaborating in other projects. I am very thankful for his accomplishments and excited about the integration of Direlia Lazo to the team. I am confident she will perform a great job as well".

About this new challenge, Direlia Lazo comments: "ZⓈONAMACO has cemented its status as the premier event for the Latin American art market, standing as the most important fair on the continent and an indispensable platform within the vibrant Mexican art scene. As Artistic Director of its 20th anniversary edition, it is a tremendous honor to join forces with the team in expanding the program's global footprint and fostering its growth. I firmly believe that fairs serve as an essential component within the art ecosystem, brimming with opportunities to re-imagine the interconnections of art and generate spaces for innovation".

Juan Canela talks about his performance as Artistic Director of ZⓈONAMACO and his recent appointment as Artistic Director of EL PATIO ABC ART BAJA CALIFORNIA: *"Being the artistic director of ZⓈONAMACO for the past three years has been a great privilege and also a great challenge. Beginning the work at the helm of a fair in the midst of the Covid-19 pandemic forced us to reconsider and rethink everything, understanding what was essential and subsequently applying what we had learned in such complex circumstances. These have been three years in which we have consolidated a fair platform format, bringing together art, photography, design and antiques in the same space and at the same time, and developing a floor plan that would work for this purpose. In these years we have worked for ZⓈONAMACO to establish its place by understanding its own characteristics, being a reference for art in Mexico, Latin America and the world. To have been part of the history of this project, and to have worked side by side with the great team of professionals that supports it, is undoubtedly one of my greatest professional achievements. I am immensely glad to leave the fair in the best hands with Direlia Lazo and Asbel Ramírez together with its Founder, Zélika García.*

*“At the same time, I am especially excited to serve as artistic director of El Patio ABC Art Baja California, giving shape to a new format of art in public space that undoubtedly opens up many possibilities to develop specific projects with artists in such a special context.”*

ZⓈONAMACO recognizes the great work done by Juan Canela who will continue to collaborate closely with the team and lead the ABC Art Baja California festival in addition to remaining as chief curator of the Museo de Arte Contemporáneo de Panamá.

With the integration of Direlia Lazo, the ZⓈONAMACO team is working towards the 2024 edition which promises to be a fantastic celebration for the 20th anniversary!