

**ZⓈONAMACO WILL CELEBRATE TWENTY YEARS IN 2024**

ZⓈONAMACO will celebrate its **twentieth anniversary** from **February 7-11, 2024 at Centro Citibanamex, Mexico City**. Applications to be part of this edition are now open.

Looking ahead to the upcoming edition, **Zélika García**, founder of ZⓈONAMACO, welcomes

* **Direlia Lazo** (Havana, 1984) as the fair’s new Artistic Director
* **Bernardo Mosqueira** (Río de Janeiro, 1988), as the new Curator of the ZⓈONAMACO EJES section
* **Luis Graham Castillo** (Santo Domingo, 1982) as the new Curator of the ZⓈONAMACO FOTO section

Direlia Lazo, Bernardo Mosqueira and Luis Graham Castillo join the ZⓈONAMACO team together with curators **Esteban King** (Mexico City, 1986) at ZⓈONAMACO ARTE MODERNO, **Luiza Teixeira de Freitas** (Rio de Janeiro, 1984) at ZⓈONAMACO SUR and **Alfonso Miranda** (Mexico City, 1978) at ZⓈONAMACO SALÓN DEL ANTICUARIO.

**Cecilia León de la Barra** (Mexico City, 1975) remains as Artistic Director of the ZⓈONAMACO DISEÑO fair, along with her position as Curator of the EMERGENTE section together with **Joel Escalona** (Mexico City, 1986) and **Jorge Diego Etienne** (Tampico, 1983).

ZⓈONAMACO is preparing a major celebration for its 20th edition. In addition to presenting an extensive program of parallel activities and its renowned program of conversations with international panelists, ZⓈONAMACO will host a special edition that will bring together exhibitors, gallerists, curators, artists and art professionals from different parts of the world in its four fairs: ZⓈONAMACO MÉXICO ARTE CONTEMPORÁNEO, ZⓈONAMACO DISEÑO, ZⓈONAMACO SALÓN DEL ANTICUARIO and ZⓈONAMACO FOTO.

Applications are open starting today through **September 6, 2023.** Any gallery interested in participating can write to: [info@zonamaco.com](mailto:info@zonamaco.com)

**ZⓈONAMACO MÉXICO ARTE CONTEMPORÁNEO**

Featuring a broad range of proposals, from young and mid-career projects to contemporary works by global artists, as well as historical pieces of Modern Art. It brings together exhibitors of international scope in four specialized sections:

MAIN SECTION

The largest section of the fair presents leading international galleries with the top quality pieces in painting, graphics, sculpture, installation, video and new media, from the most representative contemporary artists of the global scene.

**Selection Committee:**

**Ben Loveless** (Galerie Nordenhake, Berlin/Stockholm/Mexico City)

**Karen Huber** (Galería Karen Huber, Mexico City)

**Guilherme Simões de Assis** (Simões de Assis, São Paulo/Curitiba)

**Lauren Kelly** (Sean Kelly Gallery, New York/Los Ángeles)

**Teófilo Cohen** (PROYECTOS MONCLOVA, Mexico City)

ZⓈONAMACO SUR

ZⓈONAMACO SUR, curated for the third time by Luiza Teixeira de Freitas, explores artists' practices, projects, and galleries from the Global South or those engaged with the region, beyond mere origin. This year, following the thematic distinction of past editions, the ideas of generosity and care will be at central in ZⓈONAMACO SUR, expressed through actions, words, and emotions, playing a vital role in human relationships, healthcare, and so many other domains. Art intersects with care by inspiring understanding, promoting well-being, and raising awareness of the other. It serves as a medium to explore various forms of carefulness - environmental, emotional, health, personal, and animal, are some. Ultimately, care encompasses a range of practices fostering healthy relationships, personal growth, and a compassionate society. Art can be a powerful medium through which care for oneself, others, and the world can be expressed and cultivated, and this is where Zsonamaco Sur 2024 lays its curatorial framework.

Curator: **Luiza Teixeira de Freitas** (Rio de Janeiro, 1984), is an independent curator. In addition to working on various projects in São Paulo, New York, London, Los Angeles and the Middle East, Luiza's practice focuses mainly on curating and consulting for private collections. She is founder of the independent publishing project Taffimai.

ZⓈONAMACO MODERN ART

This section will showcase historical pieces by international artists with a panorama of genres and emblematic works produced mainly during the first half of the 20th century.

Curator: **Esteban King Álvarez** (Mexico City, 1986) is a researcher and curator of modern and contemporary art. He holds a BA in History and a Master's degree in Art History from UNAM. From 2012 to 2015 he served as Curator and Head of Research at the Museo Universitario del Chopo, and from 2015 to 2019 as Curator of the Espacio de Arte Contemporáneo (ESPAC).

ZⓈONAMACO EJES

ZⓈONAMACO EJES 2024 will foreground artists whose practices explore the powerful relationship between pleasure and politics. This section welcomes proposals from younger galleries, hybrid spaces, and artist-run initiatives featuring presentations that span from one to three artists. EJES will exhibit the multiple and fascinating ways through which artists highlight the importance of care, love, leisure, intimacy, sexuality, and playfulness for inspiring new collective forms of living that can guarantee pleasure for all. Works related to the ideas of sexual dissidence, gender disobedience, erotic awakening, pleasure activism, queer utopias, and radical political imagination will set the tone for this vibrant section.

Curator: **Bernardo Mosqueira** (Rio de Janeiro, 1988) is a curator, writer, and researcher based in New York City. He is the founder and artistic director of Solar dos Abacaxis, in Rio de Janeiro (since 2015); the ISLAA Curatorial Fellow at the New Museum, New York (since 2021); and the director of Premio FOCO ArtRio (since 2012). He was part of the curatorial team of Galeria de Arte IBEU (2011-2015) and organized the performance festival Venus Terra (2011-2014). Mosqueira holds a masters in curatorial studies (CCS Bard, 2021).

**ZⓈONAMACO DISEÑO**

Curated by Cecilia León de la Barra, this fair features furniture, jewelry, textiles, every-day and decorative objects, as well as limited editions and historical pieces.

Director: Cecilia León de la Barra (Mexico City, 1975), independent curator.

EMERGENTE

Section that seeks to promote the work of young designers.

**Curators:**

**Cecilia León de la Barra,** artistic director of ZⓢONAMACO Diseño, **Joel Escalona** (Mexico City, 1986), creative director and furniture designer, **Jorge Diego Etienne** (Tampico, 1983), industrial designer, creative director and consultant.

**ZⓈONAMACO FOTO**

This fair is conceived as an encounter with the photographic medium, exploring the possibilities offered by new tools and significant historical landmarks in the field. ZⓈONAMACOFOTO serves as a platform where the documentary genre, collective artistic creation, interdisciplinary collaborations, and discursive exercises converge, reflecting the evolving narratives of human thought and the surrounding reality.

Curator: **Luis Graham Castillo** (República Dominicana, 1982) curator, cultural manager and researcher graduated from the Curando Caribe curatorial studies program. He has been part of curatorial teams and managed projects in various institutions and independent initiatives in the region, such as Casa Quién, the Red de Centros Culturales de España, Centro Cultural Eduardo León Jimenes, MECA Art Fair, ArteBA, Museo de Arte Moderno, Photo-Imagen RD, Catalysta, EdgeZones, among others. He is currently Curator at the Dominican Public Art Program, attached to the Presidential Innovation Cabinet. He lives in Santo Domingo, where he collaborates for different media and is a faculty member of the Altos de Chavón School of Design.

**ZⓈONAMACO SALÓN DEL ANTICUARIO**

A space created for the exhibition, dissemination and sale of the exclusive symbolic universe of so-called antiques, in dialogue with visual arts, decorative and design goods produced before 1960. Art beyond the Academic realm that coexist in harmony by contrast, and is inserted and re-signified in the hyper-contemporaneity.

**Curator: Alfonso Miranda Márquez** (Mexico City, 1978) has a degree in history and a master's degree in art, specializing in image decoding. In 2003 he joined the Carlos Slim Foundation as academic curator. He's president of the International Association of Art Critics (AICA) and member of the Advisory Board of the Carlos Slim Foundation's Center for the Study of Mexican History, as well as the FotObservatorio. Currently, Alfonso is Director of Museo Soumaya Plaza Loreto, Plaza Carso and Casa Guillermo Tovar de Teresa and co-editor of the digital magazine La Domadora.

**ZⓈONAMACO LIBROS**

ZⓈONAMACO Libros presents a selection of publishers specializing in art and photography.

As the largest and most important art fair platform in Latin America, it will be a pleasure for us to have you be part of our twentieth anniversary during 'ZⓈONAMACO Art Week' to be held from February 7 to 11, 2024 at Centro Citibanamex, Mexico City.

**--**

**CONTACT**

Donají Rodríguez

[prensa@zonamaco.com](mailto:prensa@zonamaco.com)

+52 551370 9390