



Z[®]ONAMACO FOTO 2017 ANNOUNCES NEW SECTION

September 20th-24th
Centro Citibanamex, Hall A, Mexico City

Z[®]ONAMACO, Latin America's leading art fair platform, presents **Z[®]ONAMACO SOLO**, a new section curated by Johann Mergenthaler (Creative Director of HUUN and Creative Director of Fashion Week Mexico), as part of the third edition of **Z[®]ONAMACO FOTO**, to be held from September 20th to 24th, simultaneously with Z[®]ONAMACO Salón del Anticuario, at Centro Citibanamex, in Mexico City.

Z[®]ONAMACO SOLO includes a selection of 22 projects through direct invitation by the curator, with vintage, modern and contemporary photography, under the concept of "*L'infra-ordinaire*" (*infra-ordinary*), by French writer Georges Perec, which proposes a close observation of ordinary details to question everyday life.

According to Johann, "**Z[®]ONAMACO SOLO** represents the opportunity to describe the *infra-ordinary* through the work of 22 photographers and reconfigure the way the visitor experiences the proposal of these artists."

Zélika García, Director of Z[®]ONAMACO says: "The objective of **Z[®]ONAMACO SOLO** is to stimulate the interaction between specialized artists and curatorial proposals that promote the reflection of the pieces that we show at the fair. I am sure that Johann will play a peculiar role because of his great passion for photography."

Z[®]ONAMACO SOLO is part of **Z[®]ONAMACO FOTO**'s proposals, which in its third edition strengthens links among gallerists, institutions, collectors, specialized editors and general audience through a conference program with international guests, a VIP program set to prompt the constant attendance of collectors throughout the five days of the fair and a program of parallel activities with exhibitions in the most important museums and galleries of the country.

With Z[®]ONAMACO's experience and background as Latin America's leading art fair platform, the third edition of **Z[®]ONAMACO FOTO** will be held from September 20th to 24th in Mexico City, simultaneously with Z[®]ONAMACO Salón del Anticuario, shaping the biggest meeting point for the most important international photography and antique collectors, in an unprecedented way for the region.

ABOUT JOHANN MERGENTHALER

Johann is CEO at Paragon agency, Creative Director at HUUN <Art / Thought from Mexico> and Creative Director at Fashion Week México. Alongside his career in the fashion industry, Johann participates in the Patronato de los Amigos del Museo de Bellas Artes and carries out projects focused on rescuing, reviving and experiencing photography in Mexico.

ABOUT Z[®]ONAMACO

Established in 2002 by Zélika García, Z[®]ONAMACO is currently a world leading art fair platform, with four events that take place annually in the months of February and September at Centro Citibanamex, in Mexico City.

Each year, Z[®]ONAMACO México Arte Contemporáneo gathers a prominent selection of leading and upcoming international galleries. Further to that, Zélika García established Z[®]ONAMACO Diseño in 2011, Z[®]ONAMACO Salón del Anticuario in 2014 and Z[®]ONAMACO FOTO in 2015, with the aim of promoting and boosting the design, antiques and photography sectors in Mexico.