

ZONA MACO CONFERENCE PROGRAM 2013

CONFERENCE ROOM – ZONA MACO (BANAMEX CENTER – HALL D)

Limited seating

This series of lectures and talks is sponsored by Fundación/ Colección JUMEX

THURSDAY, APRIL 11TH

12:00H – 14.00H

Moderator: Juan A. Gaitán (Colombia / Canada), curator of Zona Maco Sur

“The Permanent and Temporary I: Collections and Exhibitions”

This panel asks the speakers to share some thoughts and discuss the relationship between two formats for bringing together works of art: The temporary exhibition, in which works enter into a temporary and tentative dialogue with each other, and the permanent collection, in which the relationship between the works tends to become essential and historicizable.

Panelists:

- **Julieta González** (Venezuela)
 - Chief Curator of Museo Rufino Tamayo, Mexico DF, Mexico
- **Adriano Pedrosa** (Brazil)
 - Independent curator, Brazil
- **María Inés Rodríguez** (Francia / Mexico)
 - Independent Curator

17:00H – 19:00H

“The Permanent and Temporary II: The Institution and its Public”

This panel focuses on the position that the concept of “the public” occupies in current institutional frameworks, what is the immediate public of the institution, what is the larger public, and how do these inflect the ways in which art is presented and represented through exhibitions, public programs, and so on.

Panelists:

- **Sara Arrhenius** (Sweden)
 - Director of Bonnier Konsthall in Stockholm, Sweden
- **Clara Kim** (South Korea)
 - Chief Curator of Visual Arts at the Walker Art Center, Minneapolis, Minnesota, USA



- **Nicolaus Schafhausen** (Germany)

- Artistic director of the Kunsthale Wien, Vienna, Austria

- **Monika Szewczyk** (Poland)

- Curator of the Visual Arts Program of the Reva and David Logan Center for the Arts, University of Chicago, Chicago, Illinois, USA

FRIDAY, APRIL 12TH

12:00H – 14:00H

Moderator: Mirjam Varadinis (Switzerland), curator of Zona Maco New Proposals (Curator, Kunsthhaus, Zurich, Switzerland)

“Collecting the World?”

How should institutions react on the global art production that has become so heterogeneous and varied? What could be the new parameters for collecting art in the 21st centuries? The panel reflects on challenges and limits museums and collectors have to face in an (art) world that has expanded exponentially in recent years.

Panelists:

- **Magali Arriola** (Mexico)

- Curator of the Fundación / Colección Jumex, Mexico, Mexico DF, Mexico

- **Adam Budak** (Poland)

- Independent Curator

- **Heike Munder** (Switzerland)

- Director of the Migros Museum für Gegenwartskunst, Zurich, Switzerland

- **Dieter Roelstraete** (Belgium)

- Chief curator at Museum of Contemporary Art Chicago - MCA, Chicago, Illinois, USA

17:00H -19:00H

“Beyond the Museum: Art and Civic Engagement”

What is the role of art and the artist today? It seems that we live through a paradigm shift and that the relationship of art and politics needs to be newly negotiated. Artists are leaving the white cube and engage with specific political and social situations. How does this change the notion of the public – both in the sense of the audience and the public space?



Panelists:

- **Adam Szymczyk** (Poland)
 - Director and Chief Curator of the Kunsthalle Basel, Basel, Switzerland
- **Matthias Ulrich** (Germany)
 - Curator of the Schirn Kunsthalle, Frankfurt, Germany
- **Philippe Van Cauteren** (Belgium)
 - Artistic director of S.M.A.K. (Museum for Contemporary Art) Ghent, Belgium

SATURDAY, APRIL 13TH

12:00H – 14:00H

Moderator: Daniel Garza-Usabiaga (Mexico), curator of the Modern Art section at Zona MACO

“Collecting Latin American Art in the Museums of the United States. History, Narratives and Perspectives”

This session will focus on the way in which collecting, both privately and institutionally, is established as the basis of the narratives of Latin American art outside the region, particularly in the United States. Similarly, the session will discuss the formation of Latin American art collections in the United States.

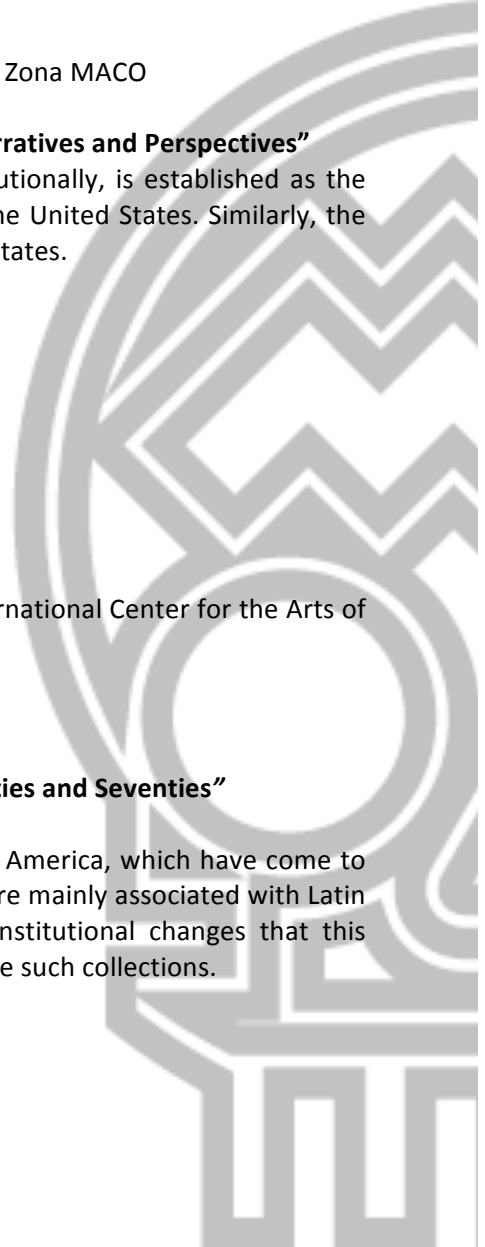
Panelists:

- **Cecilia Fajardo Hill** (GB / Venezuela)
 - Independent Curator
- **Mari Carmen Ramirez** (Puerto Rico)
 - Wortham Curator of Latin American Art and founding director of the International Center for the Arts of the Americas at the Museum of Fine Arts, Houston (MFAH)

17:00H – 19:00H

“The Institutional Collections of Archives and Documents by Artists from the Sixties and Seventies”

This session will discuss the recent turn of institutional collections of art in Latin America, which have come to focus on the acquisition of documentary artists of the sixties and seventies who are mainly associated with Latin American conceptualism. The session will address, among other things, the institutional changes that this requires, including the different strategies implemented to display and disseminate such collections.



Panelists:

- **João Fernandes** (Portugal)
 - Assistant Director of Conservation, Research and Dissemination of Museo Reina Sofia, Madrid, Spain
- **Pilar Garcia** (Mexico)
 - Documentary Collection Curator of the Museo Universitario Arte Contemporáneo (MUAC), Mexico City
- **Sol Henaro** (Mexico)
 - Independent Curator

SUNDAY, APRIL 14TH

Moderator: Ana Elena Mallet (Mexico), curator of Zona Maco Design

13:00H – 18:00H

The curatorial proposals of Zona Maco Design 2013 focus on the dialog that exists between practical craft and industrial processes. Practice in the design world has come to lean toward this duality for various reasons, including sustainability, responsible consumption, historical reassessment and an increased public awareness of and for the environment.

The conference has been organized within the same framework of Zona Maco Design, which seeks to show the different angles of design as one cultural discipline and as an agent of the artist to create change and social transformation.

13:00 H

Lowery Simms (USA)

International curator "Charles Bronfman" from the Museum of Art and Design, New York, USA

Conference:

Exhibiting design. The Issue of Exhibiting Design in Museum Spaces

16:00 H

Marcella Echavarría (USA / Colombia)

Independent consulting expert in art, design and social initiatives in Latin America and Africa

Conference:

Design, craftsmanship and Manual Work in Latin America. Experiences of Identity and Development.

18:00 H

Adriana Kertzer (USA / Brazil)

Businesswoman of design dedicated to organizing projects focused on design that propose exchanges between Brazil and the United States

Conference:

The Favelization of Design: An approach to Brazilian Design

