

# ZONA MACO CONFERENCE PROGRAM 2014

**THURSDAY, FEBRUARY 6<sup>TH</sup> | 16:00 – 18:00**

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

**Moderator:** Juan A. Gaitán (Colombia/Canada) | Curator, Zona Maco Sur (Curator, *8th Berlin Biennale*)

## **The Permanent and Temporary: Architecture Exhibition**

This panel will discuss the role of architecture in contemporary art exhibition, temporary exhibitions (biennials, Documenta, etc.), Interim spaces, immaterial architecture, and all the changes the figure of the museum has undergone in recent decades.

### **Panelists:**

- **Pablo León de la Barra** (Mexico) | Curator, Guggenheim UBS MAP, New York, USA.
- **Naomi Beckwith** (USA) | Marilyn & Larry Fields Curator, Museum of Contemporary Art, Chicago, Illinois, USA..
- **Nikolaus Hirsch** (Germany) | Rector of Städelschule, Frankfurt, Germany.

**FRIDAY, FEBRUARY 7<sup>TH</sup> |**

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

**12:00 – 14:00 Moderator:** Mirjam Varadinis (Switzerland), curator of Zona MACO New Proposals (Curator Kunsthhaus, Zurich, Switzerland)

**“Performative strategies”.** Have become an important part of contemporary art practices. After a high peak of performance art in the 1960s and 70s, a young generation of artists is discovering the medium of performance again and explores ephemeral and process-oriented ways of working rather than object based art works. The panel reflects on the changing role of the institutions in relation to these ephemeral art practices.

### **Panelists:**

- **Cuahtémoc Medina** (Mexico) | Chief Curator, Museo Universitario de Arte Contemporáneo, Mexico City, Mexico.
- **Gilbert Vicario** (USA) | Senior Curator, Des Moines Art Center, Iowa, USA
- **Pierre Bal-Blanc** (France) | Director, Centre d'Art Contemporain de Brétigny (France)

**19:00 - 20:00** “Museo Jumex” Lecture by Lic. Eugenio López Alonso, President, Fundación Jumex Arte Contemporáneo

**SATURDAY, FEBRUARY 8<sup>TH</sup> | 12:00 – 17:00**

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

*This talk will be in English. In order to participate in this event it is a requirement to commit to the total duration of the symposium (5hrs). Due to the format of the event the space is limited so please check availability of places and subscribe to the following email: [banquetesa2014@gmail.com](mailto:banquetesa2014@gmail.com)*

**Moderators:** Montserrat Albores Gleason (Mexico), Independent curator and Josiah McElheny (USA) Artist

**“Symposium for the art of future” - a banquet in honor of the *Société Anonyme*”. Curator Montserrat Albores Gleason in collaboration with artist Josiah McElheny propose a four-hour event in which the antique practice of the *symposium* recovers its original meaning of exchanging intellectual ideas while drinking and eating. Mapping the changes in notions around collection making and exhibition display, the speakers will examine the *Société Anonyme* (*Katherine Dreier, Marcel Duchamp and Man Ray, 1920*) not just in historical terms but also as a set of possible new values in contemporary thought and practice. To shape the space of the discussion architects Pedro&Juana have been invited to implement their project *Puerquito*.**

**Panelists:**

- **Francis M. Naumann** (USA) | Scholar, Curator and Art Dealer, New York, USA.
- **Richard Meyer** (USA) | Professor in Art History, Department of Art & Art History, Faculty Chair, *Stanford* University, Washington, DC, USA.
- **Tom Eccles** (USA) | Executive Director, Center for Curatorial Studies, New York, USA.
- **Lynne Cooke** (USA) | Professor at the Center for Advanced Study in the Visual Arts, National Gallery of Art, Washington D.C, USA.
- **Molly Nesbit** (USA) | Professor and Chair of Art History at Vassar College, New York, USA.
- **Michael Govan** (USA) | CEO and Director of the Los Angeles County Museum of Art, Los Angeles, California, USA.
- **George Baker** (USA) | Associate Professor of Art History at UCLA, Los Angeles, USA.
- **Jennifer Gross** (EE.UU.) Chief Curator and The Deputy Director for curatorial affairs at the deCordova Sculpture Park and Museum, in Lincoln, Massachusetts, EE.UU.

✱ FUNDACIÓN JUMEX  
ARTE CONTEMPORÁNEO

# Parallel Activities Program

**THURSDAY, FEBRUARY 6<sup>TH</sup> | 18:00 – 19:00**

**CONFERENCE ROOM - ZONA MACO (BANAMEX CENTER - HALL D)**

## ***Presentation of SITE Santa FE***

SITE Santa Fe's Director Irene Hofmann, and Biennial Curators, for an announcement of the artists in *SITELines.2014*, its reimagined biennial exhibition series with a new focus on contemporary art from the Americas. *SITELines* curators are: Lucia Sanroman, Candice Hopkins, Janet Dees, and Irene Hofmann.

This event is co-hosted by Carmen Cuenca, Director, Museo Tamayo Arte Contemporáneo.

**FRIDAY, FEBRUARY 7<sup>TH</sup> | 17:30-18:30**

**CONFERENCE ROOM - ZONA MACO (BANAMEX CENTER - HALL D)**

**Book Launch *Sin límites. Arte Contemporáneo en la Ciudad de México 2000-2010*** by Promotora Cultural Cubo Blanco A.C. and RM Publishing

Panelists:

- **Daniel Montero** | Academic Curator at MUAC
- **Inbal Miller** | Independent Curator
- **Edgar A. Hernández** | Journalist

**SATURDAY, FEBRUARY 8<sup>TH</sup> | 17:00**

**CONFERENCE ROOM - ZONA MACO (BANAMEX CENTER - HALL D)**

## **Announcement of Premio Colección 1800**

The COLECCIÓN 1800 PRIZE is an encouragement and recognition for contemporary artists participating in ZONA MACO, México Arte Contemporáneo. TEQUILA 1800, from Casa Cuervo, and Zona MACO invite all participating galleries at the show to present the works of artists who are looking for a boost to promote the production, distribution and sale of contemporary art as well as the dissemination and evaluation of works by emerging artists and midcourse artists.

**SUNDAY, FEBRUARY 9<sup>TH</sup> | 13:00**

**CONFERENCE ROOM - ZONA MACO (BANAMEX CENTER - HALL D)**



**Book Launch Gabriel de la Mora Originalmentefalso** by Francisco Reyes Palma

Panelists:

- **Mariana Pérez Amor** | Director of Galería de Arte Mexicano, GAM.
- **Axel Stein** | Senior Vice President Head of Department Latin American Art, Sotheby's, New York.
- **Gabriel de la Mora** | Artist
- **Francisco Reyes Palma** | Writer