

ZONA MACO CONFERENCE PROGRAM 2015

THURSDAY, FEBRUARY 5TH |

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

15:30 – 17:30

The demon's attempt to produce, through speculative imagination, the future.

The panel will bring together four international guests who will imagine what their field of activity will be in the future. They will narrate the future in which they operate (in 50 years time, for instance), as if it was happening at this precise moment. Instead of presenting to the audience what they do now, in a regular lecture/panel format, they will do exactly the same but as if we were in the future.

Moderator: João Mourão and Luís Silva (Portugal) | Curators, Zona Maco Sur (Co-directors, Kunsthalle Lissabone, Lisbon)

Panelists:

- **Ahmet Ogüt** (Turkey) | Artist.
- **Marina Fokidis** (Greece) | Artistic director of Kunsthalle Athena.
- **Sarah Rifky** (Egypt) | Co-director of Beirut in Cairo.
- **Luiz Augusto Teixeira de Freitas** (Portugal) | Collector.
- **Fernando Mesta** (México) | Founding director of House of Gaga.

18:00 – 19:30

Cycle “The art of collecting 1800”.

Round table “The One That Got Away.”

Moderator: Linda Yablonsky | Journalist and art critic at Artforum.

FRIDAY, FEBRUARY 6TH |

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

12:00 – 14:00

Print in the expanded field: reimagining the book's potential within the context of new fields of action.

Based on the iconic text of Rosalind Krauss, *Sculpture in the expanded field*, and following the thread of the strategy of speculative imagination employed by the curators of Zona Maco Sur, the members of this round table will discuss what kind of expansions, convergences, adjacencies or intersections we can expect amongst art publications (in its various manifestations) and other areas of knowledge, such as the humanities or social sciences.

Moderator: Kit Hammonds (UK) | Independent curator.

Panelists:

- **Ryan Gander (UK)** | Artist.
- **Manuel Raeder (Germany)** | Designer, editor and founder of Studio Manuel Raeder and co-founder of the publishing house Bom Dia Boa Tarde Boa Noite, specialized in artist books.

16:00 – 18:30

Field of doubt (case studies from contemporaneity)

The presentations will pose as locations for doubt, from which we can rethink modernity from a specific point of view: watching the collapse from a distance ... and a new building.

Based on this assumption, these critical reflections - which more than expose a thesis which claims to be confirmed or rejected - are postulates that extend the territory of the sensitive-rational. Postulates that arise from the reinterpretation of modernity from contemporary times and reformulate: What is modern? Has the contemporary period exceeded modernity? How do cultural institutions differ from one time to the other? Is the collecting of contemporary art guided by modern postulates?

Panelists:

- **Rodrigo Quijano (Peru)** | Co-curator of the procurement committee of contemporary art at the Museum of Art of Lima (MALI).
- **Annabela Tournon (France)** | Researcher.
- **David Miranda (Mexico)** | Curator and historian

SATURDAY, FEBRUARY 7TH | 12:30 – 13:30

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

Design, Art and Collecting. Design in the art world, similarities and differences. Design collections and collectors in the world and in Mexico.

Moderator: Cecilia León de la Barra (México) | Industrial designer and curator at Design Zona Maco.

Panelists:

- **Alice Rawsthorn** (UK) | Art critic and journalist.
- **Liliana Ovalle** (Mexico) | Industrial designer.
- **Regina Pozo** (Mexico) | Director of “Archivo diseño y arquitectura”.

Parallel Activities Program

WEDNESDAY, FEBRUARY 4TH | 16:00 – 16:30

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

AXO Ad Award.

In order to promote contemporary art, AXO announces the launch of AXO GROUP ACQUISITION AWARD-ZONAMACO 2015, amounting to \$ 100,000.00 USD. This award signifies the commitment to contemporary art through the creation of the AXO GROUP collection.

Presentation of the catalog LARA (Latin American Roaming Art) and round table.

THURSDAY, FEBRUARY 5TH | 12:30-13:30

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

Created in 2012, the LARA project invited eight artists to participate in a residence each year, in a specific country of Latin America. Based on this experience, the artists produce work that is later presented in the form of a collective exhibit.

After the presentation there will be a discussion of the residence model, moderated by Paula Duarte, curator of the Carrillo Gil museum, an institution to submit the sample resulting from the residence carried out in the Center of the Arts in San Agustín Etla (house) in Oaxaca in 2014.

Moderator: Paula Duarte (Colombia) | Curator of the Carrillo Gil Museum.

Panelists:

- **Amanda Briggs** (Australia) | Director of LARA and manager of marketing and communications of Asiatic Trust Group.
- **José Roca** (Colombia) | Collection Manager LARA and artistic director of FLORA ars+natura in Bogotá.
- **Tatiana Cuevas** (Mexico) | Independent curator in charge of editing LARA 2014.

FRIDAY, FEBRUARY 6TH |

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

14:30 – 15:30

Presentation of "The Bauhaus and modern Mexico. The design of Van Beuren".

In 1937 Michael van Beuren first came to Mexico and was amazed with its context. It was not surprising, the country was passing through a historic moment: a new middle class was emerging, with yearnings that questioned individual identities and avid to let go of the past to embrace the modern. In partnership with Klaus record, a colleague of Van Beuren at the Bauhaus, he founded Domus, a company that designed furniture for mass production, at an affordable price and with a completely innovative style. In a few years, Domus went from being a small workshop to a large factory. Frederick van Beuren - Michael's brother - was incorporated in 1942 and became crucial to the growth of the company, which was renamed Van Beuren SA de CV.

This book tells the story of a designer who understood the needs of a country full of individuals with specific cultural traits and in a relentless pursuit of modernity. It also narrates the birth of a factory within a specific social and economic context, that once operated by the van Beuren brothers, became one of the most important figures of industrial design in Mexico.

Presenters:

- **Andrea Griborio** (Venezuela) | Director of Mextropoli.
- **Ana Elena Mallet** (Mexico) | Independent curator and author of the book.
- **Hector Rivero Borrell** (Mexico) | Director of the Franz Mayer Museum.

18:30 – 19:30

Monclova Does Not Exist is a group of live comedy born in 2013, constituted by 6 people who have different backgrounds in audiovisual production. With the support of the art gallery Proyectos Monclova, this group has been characterized by the use of "stand up" as a means to analyze the world in a way that is directly and deeply personal.

Monclova Does Not Exist are:

- **Hector "Gava" Dávila**
- **Alejandra Márquez**
- **Eduardo Donjuan**
- **Gabriel Nuncio**
- **Alejandro Saevich**
- **Zulu**

Producers:

- **José García Torres**
- **Eduardo Donjuan**
- **Zulu**

SÁBADO 7 DE FEBRERO I

SALA DE CONFERENCIAS - ZONA MACO (CENTRO BANAMEX - SALA D)

14:00 – 15:00

Presentation "Fritzia Irizar. Selection of projects 2003-2014 ".

Book that brings together the work of the artist together with twenty texts by critics, artists and writers about pieces such as the wall of strim, the slot machine, the theft ant, the diamond of the Tarahumara, among others.

Presentadores:

- **Jessica Berlanga** (Mexico) | Art critic and curator.
- **Cristina Paoli** (Mexico) | Teacher in Graphic Design at the London College of Communication. Author of the book Mexican Blackletter (Mark Batty Publisher, New York, 2006). Founder of Periphery.
- **Ekaterina Álvarez Romero** (México) | Independent publisher. External Editor of catalogs of contemporary art for the editorial Turner. He is currently the editor of the publications department of the MUAC (University Museum Contemporary Art, UNAM)
- **Fritzia Irizar** (Mexico) | Artist.
- **Daniel Montero Fayal** (Mexico) | Researcher at the Institute of Aesthetic Research of the UNAM. Doctor in Art History by the National Autonomous University of Mexico.

18:00 – 18:30

Announcement of Premio Colección 1800

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