



## ZONAMACO GATHERS ONCE AGAIN MORE THAN 62,000 VISITORS IN ANOTHER EDITION OF CONTEMPORARY ART & DESIGN

Mexico City, February 11 2019.- ZONAMACO, the most important contemporary art fair in Latin America, gathered for second year in a row more than 62,000 visitors in Centro Citibanamex during the sixteenth edition of ZONAMACO México Arte Contemporáneo and the ninth of ZONAMACO Diseño.

Collectors, art professionals, and the general public had the opportunity of experiencing the proposals of more than 180 exhibitors from 22 different countries that were presented from February 6 to the 10 in the exhibitions center.

For the first time, this edition presented a program of performances and, as in every year, it included an interesting conversations program with national and international guests, such as Bob Colacello (Writer and former editor of *Interview Magazine*), Glenn D. Lowry (Director, MoMA), Pablo León de la Barra (Curator at MAC Niteroi), Eugenio López (President of Fundación Jumex Arte Contemporáneo), Tina Kim (Founder and director of Tina Kim Gallery), Doryun Chong (Subdirector of M+ Hong Kong), Rob Giampietro (Director of Design, MoMA), Inés Katzenstein (Curator of Latin American Art, MoMA), Ruba Katrib (Curator at MoMA PS1), Jérôme Neutres (Exhibitions curator at the Grand Palais), to mention a few.

ZONAMACO 2019 also included a broad selection of publishers and editorials, and different activities in collaboration with allies and sponsors, becoming the art epicenter of Mexico City during the so-called art week.

'I am so happy for this last edition of ZONAMACO that just came to its end. The entire team has received great comments from gallerists, as well as visitors. From the opening day, we received many people and the galleries already reported sales. This year in particular, we received many collectors from Asia, many of them had never been here; we also welcomed more than 50 museum groups. This was unprecedented. I believe that ZONAMACO has grown stronger internationally and it has fulfilled the goal I set when I founded it: to promote collecting in Mexico and worldwide.' said Zélica García, founder of ZONAMACO.

### **ACQUISITION AWARDS**

This year there were two acquisition awards: the 'Tequila 1800 Colección' Award and the 'JSa Arquitectura para Artistas Jóvenes' Award.



### Tequila 1800 Colección

The 'Tequila 1800 Colección' artists, and galleries for their knowledge of an expert curat

**Colección' Award** is an exhibition opportunity in the art market, being part of one of the most representative collections in the country—the Colección Casa Cuervo.

**Award** acknowledges pieces, sted in the fair backed by the lion award, the 'Tequila 1800

This year, the jury was composed of Ercilia Gómez Maqueo from Fomento Cultural Cuervo; Taiyana Pimentel, Director of Sala de Arte Público / La Tallera de Siqueiros; Viviana Kuri, Director of Museo de Arte de Zapopan (MAZ); Magnolia de la Garza, independent curator; and Boris Hirmas, consultant and renowned collector.

Winning works:

- **Iñaki Bonillas (galería kurimanzutto):** Winner of the **Tequila 1800 Colección Award** with the piece 'Diurnos', 2018.
- **Lorena Ancona (Parque Galería):** Winner of the **Tequila 1800 Colección Award** with the piece 'Imix', 2018.
- **Mauro Giacconi (Galería Arroniz):** Winner of the **Tequila 1800 Colección Award** with the piece 'Teoría del conocimiento', 2019.
- **Colectivo Tercerunquinto (Galería Proyectos Monclova):** Winner of the **Tequila 1800 Colección Award** with the piece 'Desmantelamiento y Reinstalación del Escudo Nacional', 2008.

### JSa ARQUITECTURA

Acquisition award for emerging artists under the age of 40 and represented by a gallery participating in the fair.

Winning work:

- 'Diurnos', 2018 by Iñaki Bonillas, represented by galería kurimanzutto

### SPONSORS

**For the ninth year, Citibanamex** was home to the biggest art fair in Latin America, as part of their goal to support the cultural collaboration of society through the creation and preservation of art in their different activities.

This year **Mercedes-Benz México** invited Marcela Cadena, artist and ambassador of She's Mercedes to present 'Azul' an exhibition that invites the spectator to reflect on a current issue through empathy and reconnecting with our oceans.

**Tequila 1800**, renowned design, granted the 'Tequila Award, presented the conference party for ZSONAMACO 2019.



promoter of art, culture, and 1800 Colección' Acquisition as the host of the official opening

**LIFEWTR**® joined ZSONAMACO to present the first series of *Arte sin Fronteras*, which shows works by three Latin American artists, and was in charge of the *Exhibitors Lounge*.

**JSa** granted the 'JSa Arquitectura para Artistas jóvenes' Acquisition Award for the second time.

**Milenio** was involved for the first time in ZSONAMACO to follow their mission of bringing people closer to art through their platform 'Milenio por el Arte y la Cultura'.

**Artz Pedregal** worked with ZSONAMACO for the third consecutive year with the purpose of driving contemporary art in Mexico.

**Tecnotabla by Proteak** participated this year with furniture designed by the architect Diego Rivero Borrell to create spaces to rest and socialize in the fair.

**Ambiance** joined this edition of the fair with a unique multisensory experience in the 'Ambiance Pavilion'.

**LMI** was in ZSONAMACO this year showing their project LMIGALLERY.

**TECHNOGYM MÉXICO** presented during ZSONAMACO a series of exclusive pieces that are part of their collaboration with multi-disciplinary artist and fashion designer Jorge Ayala.

We would like to thank our sponsors for their support, including **Seguros INTERPROTECCIÓN**, **Stella Artois**, **Grupo Editorial Expansión** through their magazine **ELLE**, **Rassini**, **Grupo Vallas**, **Fundación Jumex Arte Contemporáneo** with their conversations program, **LMI**, and **LG SIGNATURE**.

## GASTRONOMIC OFFER

For our sixteenth edition, **GRUPO HABITA** was in charge of the gastronomic offer of ZSONAMACO with the chef Leobardo Solano from Casa Habita, chef Keisuke Harada from Restaurante Principal by Grupo Habita, and chef Saúl Carranza from Cantina by Hotel Escondido.

We also had the presence of **Ginza Barra** with the best Japanese food and **Campobaja**—for a second time—with their menu inspired by the cuisine of Baja California. **El Farolito**® delighted national and international palates with their *tacos al carbón*. Visitors were also able to enjoy the classic **Nevería Roxy**, the official champagne from **Ruinart**, **Tequila 1800**, **Stella Artois**, **Starbucks** and **PepsiCo** in the different eating and drinking areas of the fair space.

Furthermore, ZSONAMACO included resting areas with furniture from **RENT & COMPANY** and from **Blu Dot**, who was in charge of the furniture in the VIP area.

## NOTE FOR EDITORS

## **ABOUT Z.ONAMACO**

Established in 2002 by Zélíka international art fair with four events in Centro Citibanamex, Mexico City.



García, Z.ONAMACO is an art fair running February and September in Mexico City.

Every year Z.ONAMACO México Arte Contemporáneo gathers the largest selection of leading and emerging galleries worldwide. Furthermore, Zélíka García established Z.ONAMACO Diseño in 2011, Z.ONAMACO Salón del Anticuario in 2014, and Z.ONAMACO FOTO in 2015 with the purpose of covering and driving the design, antique, and photography sectors in Mexico.

Visit [www.zonamaco.com](http://www.zonamaco.com) to see images in high resolution.

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