



## ZONAMACO ANNOUNCES ITS 2023 EDITION

After returning to our in-person format and celebrating a successful edition last February, welcoming over 57,000 visitors, we are pleased to announce the launch of applications for the next edition of ZONAMACO, to be held on **February 8-12, 2023** at Centro Citibanamex, Mexico City.

For the second time, the fair will take place in halls A, B and C. In addition, the floor plan will once again be designed by Tom Postma Studio based in the Netherlands. ZONAMACO MÉXICO ARTE CONTEMPORÁNEO, ZONAMACO DISEÑO, ZONAMACO SALÓN and ZONAMACO FOTO will converge under the same roof to welcome art professionals, collectors and enthusiasts, featuring international exhibitors and a program of conversations and parallel activities.

ZONAMACO, founded by **Zélika García**, continues under the Artistic Direction of **Juan Canela** and the Managing Direction of **Asbel Ramírez** with the curatorial team:

**Direlia Lazo** (Havana, 1984), ZONAMACO EJES

**Esteban King** (Mexico City, 1986), ZONAMACO ARTE MODERNO

**Luiza Teixeira de Freitas** (Rio de Janeiro, 1984), ZONAMACO SUR

**Sara Hermann** (Santo Domingo, 1969), ZONAMACO FOTO

**Alfonso Miranda** (Mexico City, 1978), ZONAMACO SALÓN.

**Cecilia León de la Barra** (Mexico City, 1975) remains as Artistic Director of the ZONAMACO DISEÑO fair as well as curator of the EMERGENTE section along with **Joel Escalona** (Mexico City, 1986) and **Jorge Diego Etienne** (Tampico, 1983).

Applications are open starting today through **September 7, 2022**.

Below we outline each fair and section:

### ZONAMACO MÉXICO ARTE CONTEMPORÁNEO

Featuring a broad range of proposals, from young and mid-career projects to contemporary works by global artists, as well as historical pieces of Modern Art. It brings together exhibitors of international scope in four specialized sections:



## MAIN SECTION

The largest section of the fair presents leading international galleries with the top quality pieces in painting, graphics, sculpture, installation, video and new media, from the most representative contemporary artists of the global scene.

### Selection Committee:

**Ben Loveless** (Galerie Nordenhake, Berlin/Stockholm/Mexico City),

**Teófilo Cohen** (PROYECTOS MONCLOVA, Mexico City),

**Lauren Kelly** (Sean Kelly Gallery, New York/Los Angeles),

**Karen Huber** (Galería Karen Huber, Mexico City),

**Guilherme Simões de Assis** (Simões de Assis, São Paulo/Curitiba).

## Z<sup>o</sup>ONAMACO SUR

For its 2023 edition, Z<sup>o</sup>ONAMACO SUR focuses on showcasing the work of artists from the Global South, artistic practices that exist and develop within this contextual region of the world.

Z<sup>o</sup>ONAMACO SUR will comprise galleries representing artists and projects from around the world that conceive the idea of the global south and, further, are inspired by the concepts of the feminine, female embodiment, empowerment, and the interrelation of these concepts in a broader spectrum. This section will intertwine feminine practices while looking at works that explore these concepts more widely.

**Curator: Luiza Teixeira de Freitas** (Rio de Janeiro, 1984), is an independent curator born in Brazil who lives and works in Lisbon. In addition to working on various projects in São Paulo, New York, London, Los Angeles and the Middle East, Luiza's practice focuses mainly on curating and consulting for private collections. She is founder of the independent publishing project Taffimai and sits on Delfina Foundation's advisory board and also on the board of Bidoun.

## Z<sup>o</sup>ONAMACO MODERN ART

For its 10th year, this section will showcase historical pieces by international artists with a panorama of genres and emblematic works produced mainly during the first half of the 20th century.

Curator: **Esteban King Álvarez** (Mexico City, 1986) is a researcher and curator of modern and contemporary art. He holds a BA in History and a Master's degree in Art History from UNAM. From 2012 to 2015 he served as Curator and Head of Research at the Museo Universitario del Chopo, and from 2015 to 2019 as Curator of the Espacio de Arte Contemporáneo (ESPAC).



### **ZONAMACO EJES**

The section is committed to hybrid and transdisciplinary projects, young galleries, new proposals and in-transition spaces involved with artistic practices that reflect current society's "here and now". It will be focused on solo and up to three artists' proposals.

**Curator: Direlia Lazo** (Havana, 1984), Direlia Lazo is an independent curator based in Miami. Founder and Director of independent art initiatives such as Havana Art Weekend in Havana and more recently Together in Miami, a platform dedicated to non-profit initiatives, alternatives art institutions and artists collectives. She previously served as Director of Exhibitions at Faena Art in Miami, where she organized and curated site-specific public art installations and immersive projects. Lazo has previously worked at various institutions including La Tallera (Mexico), Centro Wifredo Lam (Havana), Cátedra Arte de Conducta (Havana), and Times Museum (Guangdong).

### **ZONAMACO DISEÑO**

Curated by Cecilia León de la Barra, this fair features furniture, jewelry, textiles, every-day and decorative objects, as well as limited editions and historical pieces.

**Director: Cecilia León de la Barra** (Mexico City, 1975), independent curator.

### **EMERGENTE**

Section that seeks to promote the work of young designers.

#### **Curators:**

**Cecilia León de la Barra**, artistic director of ZONAMACO Diseño,

**Joel Escalona** (Mexico City, 1986), creative director and furniture designer,

**Jorge Diego Etienne** (Tampico, 1983), industrial designer, creative director and consultant.

### **ZONAMACO FOTO**

Fair focused on galleries and artists working in the photographic and video media. Photography and moving image will be presented in its most comprehensive notion, including contemporary, modern and historical discourses.

**Curator: Sara Hermann** (Santo Domingo, 1969) is a curator and art historian, founder of the creative collaboration agency Estudio del Sur and Chief Curator at Centro León in the Dominican Republic. She is a member of the International Art Advisory Council of the Caribbean Arts Initiative, served as Curator of the Photolimagen International Photography Festival (2008-2014), and Director of the Museo de Arte Moderno (MAM) in Santo Domingo (2000-2005).



## **ZSONAMACO SALÓN**

Fair aimed at the exhibition, dissemination and sale of exclusive antiques, plastic and decorative arts, art beyond the academic realm and furniture, as well as other design objects and artifacts produced before 1960.

**Curator: Alfonso Miranda Márquez** (CDMX, 1978) has a degree in history and a master's degree in art, specializing in image decoding. In 2003 he joined the Carlos Slim Foundation as academic curator. He's president of the International Association of Art Critics (AICA) and member of the Advisory Board of the Carlos Slim Foundation's Center for the Study of Mexican History, as well as the FotObservatorio. Currently, Alfonso is Director of Museo Soumaya Plaza Loreto, Plaza Carso and Casa Guillermo Tovar de Teresa and co-editor of the digital magazine La Domadora.

## **ZSONAMACO LIBROS**

ZSONAMACO Libros presents a selection of publishers specializing in art and photography.

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As the most important art fair platform in Latin America, we will focus on developing a top quality event for both exhibitors and visitors, so that they can profit from a rich experience during 'ZSONAMACO Art Week', fostering new connections, proposals and ways of relating to art.

## **NOTE FOR EDITORS ABOUT ZSONAMACO**

ZSONAMACO is the largest art fair platform in Latin America. Founded in 2002 by Zélika García, it holds four events annually at Centro Citibanamex in Mexico City: ZSONAMACO MÉXICO ARTE CONTEMPORÁNEO, which brings together leading and emerging national and international art galleries; ZSONAMACO DISEÑO, established in 2011, featuring furniture, jewelry, textiles, limited editions and decorative objects; ZSONAMACO SALÓN, exhibiting antiques since 2014; and ZSONAMACO FOTO, created in 2015 and focused on vintage, modern and contemporary photography and new digital formats.

Visit [www.zsonamaco.com](http://www.zsonamaco.com) for press materials and high resolution images.

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