



ZONAMACO, LATIN AMERICA'S LEADING ART FAIR PLATFORM, LAUNCHES THE FOURTH EDITION OF ZONAMACO SALÓN DEL ANTICUARIO

September 20th-24th
Centro Citibanamex, Hall A, Mexico City

With ZONAMACO's experience and background as Latin America's leading art fair platform, the fourth edition of **ZONAMACO Salón del Anticuario** will be held from September 20th through September 24th in Mexico City, simultaneously with ZONAMACO FOTO, shaping the biggest meeting point for the most important international photography and antique collectors, in an unprecedented way for the region.

ZONAMACO has successfully settled Mexico as a collecting epicenter for the last 15 years. The ZONAMACO fairs are considered a benchmark within the art, design and antiques ecosystems in Latin America, and have had an annual growth along with solid reliance from key actors in the global scene.

On its fourth edition, **ZONAMACO Salón del Anticuario** will feature the most important international antiquarians with decorative arts, jewelry, furniture, ceramics, clocks, lamps, silver craftsmanship, tapestries, textiles, manuscripts, books, medals, maps, masks, coins, tools, vintage cars and collective motorcycles, and many other objects, all produced before 1960, as well as sculpture, painting and graphic arts prior to 1950.

Established in 2014, the first edition of **ZONAMACO Salón del Anticuario** welcomed more than 5,000 visitors. In 2015, the fair was held simultaneously with ZONAMACO FOTO for the first time, with an attendance of 7,500, which was doubled to 15,000 attendees in 2016.

ZONAMACO Salón del Anticuario has featured the most renowned international exhibitors such as Luis Alegría (Oporto), Muzeion Gallery (Dallas), Safra Antigüedades (Barcelona/Miami), Faubourg Saint Germain (London) and Silver Craft (Cochabamba), as well as the prestigious auction house Morton and leading antiquarians in Mexico like Daniel Liebsohn, Rodrigo Rivero Lake, Mario Uvence Antiques & Fine Arts, Bolívar Old Prints, Diptych Fine Arts, Galerías Grimaldi and Galería Windsor, among others.

Important institutions in Mexico are present in each edition of the fair. Museo de la Revolución displayed part of its vast historical archive in 2016, and Fomento Cultural Citibanamex displayed works of renowned Ibero American artisans. Additionally, art and design publications are sold by international publishers and publications like EXIT, ARTFORUM, ArtNEXUS, among many others, addressed to academics, collectors and art enthusiasts.

“Since 2002, we have approached the art market in Latin America through Z[®]ONAMACO, becoming aware of the collectors’ need to reach an event in Mexico that would allow them to see and acquire antiques under the quality standards and scope that have always been a trademark of our fairs”, notes Zélika García, Founder and Director of Z[®]ONAMACO.

Z[®]ONAMACO FOTO and **Z[®]ONAMACO Salón del Anticuario** are held in Mexico City, in a key moment for the domestic art market, which has developed a collecting culture in a steady way for the last two decades, making a clear mark on Z[®]ONAMACO as the driving force for the emergence of exhibition spaces with an impact that surpasses the geographic limits of the country.

As in every edition, the Z[®]ONAMACO office is working in strengthening the collaboration bridges between exhibitors, collectors, specialists, critics and general audience with a conference program in partnership with local institutions, as well as a highly structured VIP program set to prompt the constant attendance of collectors throughout the five days of the fair.

Participation in the fair is by open application and further acceptance by the selection committee and evaluation committee, in charge of a detailed revision of the authenticity and condition of the exhibited pieces. Both committees are directed by specialists

Z[®]ONAMACO is the exclusive opportunity to display and acquire antiques and photography through the most prestigious and international-projected art platform in Mexico.

ABOUT Z[®]ONAMACO

Established in 2002 by Zélika García, Z[®]ONAMACO is currently a world leading art fair platform, with four events happening annually in the months of February and September at Centro Citibanamex, in Mexico City.

Each year, Z[®]ONAMACO México Arte Contemporáneo gathers a prominent selection of leading and upcoming international galleries. Further to that, Zélika García established Z[®]ONAMACO Diseño in 2011, Z[®]ONAMACO Salón del Anticuario in 2014 and Z[®]ONAMACO FOTO in 2015, with the aim of promoting and boosting the design, antiques and photography sectors in Mexico.