



The Erarta Foundation and ZONAMACO Present the Largest Public Choice Prize in the Art Fair World

For the second consecutive year, the Erarta Foundation and ZONAMACO will award the largest financial prize given at an art fair, amounting to USD 100,000. This award will maintain its innovative selection format, allowing attendees to choose the winning artist instead of a specialized jury.

This award, named the Erarta Foundation ZONAMACO Art Prize, allows fair attendees to vote, using their entry tickets, for the work they consider “THE HIGHLIGHT OF THE SHOW” from a curated selection. The art work that receives the most votes will be awarded the prize, which will be equally divided between the artist and the presenting gallery, underscoring a commitment to supporting both participants in the fair.

Participating artists and works will be eligible from the following sections: Main Section, Ejes, Sur, and Foto.

The award ceremony will take place on Sunday, February 9, 2025, during the closing of ZONAMACO, in the Conversation Room, where representatives from the Erarta Foundation will officially present the prize to the winning artist and gallery.

Dasha Vass, Director of the Erarta Foundation, shared, “We are thrilled to partner again with ZONAMACO. This award represents a unique opportunity for the public to directly reward the artist and gallery that inspire them the most, aligning with our mission to popularize and support contemporary art for the benefit of all art lovers.”

Zélika García, founder of ZONAMACO, stated, “The continuity of our collaboration with the Erarta Foundation in this new edition reinforces our commitment to advancing contemporary art through initiatives that connect artists, galleries, and the public. This award reflects our shared vision of making art an inclusive, memorable, and participatory experience.”

This award enriches the ZONAMACO experience, inviting all attendees to take an active role in the fair and promoting the value of public participation in contemporary art. The Erarta Philanthropic Foundation is a non-profit private foundation established in 2017 and based in Vienna, Austria. The Foundation is a charitable organisation aiming to exclusively support and popularise contemporary art for the benefit of the general public and art enthusiasts, with no material profit purposes for the Foundation itself.

More about the Erarta Foundation:

The Erarta Philanthropic Foundation is a non-profit private foundation established in 2017 and is based in Vienna, Austria. The Foundation is a charitable organisation aiming to champion both emerging and established artists, as well as creating opportunities for them to showcase their work in both small- and large-scale formats that enable the public to discover works of art they will connect to in a meaningful way that will enrich individual lives. In this way, the Erarta Foundation has helped stage and curate large-scale exhibitions, as well as financing and realising large scale installations and sculptural projects.

The Foundation has collaborated with major art institutions such as: The Victoria & Albert Museum (London, UK); The Helmut Newton Foundation (Berlin, Germany); The Salvador Dali Foundation (Switzerland), amongst others.

The Erarta Foundation has also worked with the following artists: Liu Bolin (China), Willem van Weeghel (Netherlands), Mario Testino (Peru/UK), Zhuang Hong Yi (Netherlands/China), Nick Veasey (United Kingdom), Matthew Brandt (USA), The Bounty KillArt (Italy), Andreas Wannerstedt (Sweden), Shintaro Ohata (Japan), MARCK (Switzerland), Max Zorn (Netherlands), to name a few.

More about ZSONAMACO

ZSONAMACO is the largest art fair platform in Latin America. Founded in 2002 by Zélica 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.

PRESS ZSONAMACO

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