



Z[©]ONAMACO 2025: Latin America's Premier Art, Design and Antiques Platform returns on February 5–9, 2025

Z[©]ONAMACO 2025 will feature 200 galleries from 29 countries across four continents, reaffirming its position as Latin America's largest and most influential art platform. This 21st edition will celebrate a vibrant program of contemporary art, design, photography, and antiques in the cultural epicenter of Mexico City.

A Global Crossroads of Art, Design, and Antiques

Z[©]ONAMACO 2025 WILL FEATURE

- **Z[©]ONAMACO ARTE CONTEMPORÁNEO: Main Section, Sur, Arte Moderno, and Ejes.**
- **Z[©]ONAMACO DISEÑO and Z[©]ONAMACO DISEÑO EMERGENTE:** Showcasing contemporary and emerging design.
- **Z[©]ONAMACO SALÓN DEL ANTICUARIO:** Celebrates antiques and heritage pieces.
- **Z[©]ONAMACO FOTO:** Highlighting documentary and conceptual photography.

This year's edition presents established and emerging voices, fostering discovery and dialogue across artistic practices.

[> VIEW THE PARTICIPATING GALLERIES LIST HERE](#)

Curated Highlights

- **Main Section:** Featuring over 125 galleries from 29 countries across Africa, the Americas, Asia, and Europe, selected by an International Committee: **Teófilo Cohen** (Proyectos Monclova, Mexico City), **Karen Huber** (Galería Karen Huber, Mexico City), **Lauren Kelly** (Sean Kelly, New York/Los Angeles), **Ben Loveless** (Galerie Nordenhake, Berlin/Stockholm/Mexico City), and **Guilherme Simões de Assis** (Simões de Assis, São Paulo/Curitiba).
- **Z[©]ONAMACO SUR:** Curated by Manuela Moscoso (Ecuador, 1978), this section explores artistic practices from the Global South, challenging

Eurocentric narratives and delving into themes of identity, memory, and community through site-specific projects.

- **ZSONAMACO ARTE MODERNO:** Curated by Esteban King (Mexico, 1986), this section revisits iconic 20th-century works, emphasizing avant-garde movements and their cultural impact, with a strong focus on international and Latin American pioneers.
- **ZSONAMACO EJES:** Curated by Bernardo Mosqueira (Rio de Janeiro, 1988), this section interrogates the concept of freedom through critical and poetic perspectives, presenting works that explore its boundaries and relevance in today's world.

Expanding Design, Antiques, and Photography

- **ZSONAMACO DISEÑO:** Led by Cecilia León de la Barra (Mexico City, 1975), this section features unique and limited-edition furniture, jewelry, and decorative objects.
- **ZSONAMACO DISEÑO EMERGENTE:** Co-curated by Cecilia León de la Barra (Mexico City, 1975), Joel Escalona (Ciudad de México, 1986) and Jorge Diego Etienne (Tampico, 1983), it spotlights innovative work by emerging designers.
- **ZSONAMACO SALÓN DEL ANTICUARIO:** Curated by Alfonso Miranda Márquez (Mexico City, 1978), it showcases exceptional antiques and heritage pieces, including sacred art, jewelry, and historically significant furniture.
- **ZSONAMACO FOTO:** Curated by Luis Graham Castillo (Dominican Republic, 1982), this section presents a compelling mix of documentary and conceptual photography by emerging and established photographers.

Special Features

- **Erarta Foundation ZSONAMACO Art Prize:** With an endowment of **\$100,000 USD**, this prize empowers attendees to select the most outstanding work of the fair. Unlike traditional juried awards, the winner is chosen by public vote, and the prize is divided equally between the artist and their representing gallery.
- **Conversations and Panels: International experts** will lead discussions on critical global art topics, providing valuable insights into contemporary trends.
- **ZSONAMACO Art Week:** Extending beyond the fair, this initiative features exhibitions and events at Mexico City's leading cultural institutions, including Museo Universitario de Arte Contemporáneo (MUAC), Museo Jumex, Museo Nacional de Arte (MUNAL), Museo del Palacio de Bellas Artes, Museo Kaluz, Museo de Arte Moderno (MAM), and Museo Tamayo.

Visionary Leadership

Zélika García, Founder of ZSONAMACO states: *"Year after year, we are excited to welcome the art community to our 2025 edition, where ZSONAMACO reaffirms itself as a meeting platform for the international contemporary art scene. Repeating exhibitors, first-time galleries, and a special program for collectors, art professionals, and the general public to ZSONAMACO Art Week in Mexico City make this edition an outstanding experience."*

Direlia Lazo, Artistic Director of ZSONAMACO: *"Mexico City is experiencing an unparalleled artistic momentum, solidifying its place as one of the world's most dynamic cultural epicenters. ZSONAMACO is proud to stand at the forefront of this movement, bridging tradition and innovation to bring together diverse voices in the art world. As we celebrate our 21st edition, we honor Latin America's rich artistic legacy while fostering bold ideas, sparking dialogue, and showcasing transformative visions that transcend borders."*

Key Details

- **Dates:** February 5–9, 2025
- **Schedule:**
 - Wednesday, February 5: 5 PM–8 PM (Official Opening, open to the public)
 - Thursday & Friday, February 6–7: 1 PM–8 PM
 - Saturday, February 8: 12 PM–8 PM
 - Sunday, February 9: 11 AM–6 PM

Tickets will be available at www.zsonamaco.com or the box office.

[>VIEW THE PARTICIPATING GALLERIES LIST HERE](#)
[>DOWNLOAD IMAGES HERE](#)

About Zélika García

Zélika García, founder of ZSONAMACO, holds a degree in Arts from the Universidad de Monterrey. She began her career promoting art in northern Mexico's galleries, which led her to establish ZSONAMACO in 2002 with her first fair, *Muestra*, in Monterrey, followed by *Muestra 2* in Mexico City in 2003. Under her leadership, ZSONAMACO has grown into Latin America's largest and most influential art fair platform, expanding its scope to include ZSONAMACO DISEÑO (2011), SALÓN DEL ANTICUARIO (2014), and ZSONAMACO FOTO (2015). In 2023, she founded *ABC Art Baja*, a festival enriching Baja California's cultural scene. García is internationally recognized for her contributions and serves as a juror on several prestigious art committees.

