



ZONAMACO SALÓN DEL ANTICUARIO y ZONAMACO FOTO 2025: A MEETING WITH HISTORY AND VISUAL AVANT-GARDE

For two decades, **ZONAMACO** has established itself as Latin America's most important art fair platform, creating a comprehensive space for the exhibition, promotion, and sale of contemporary art, photography, and design antiques.

BEYOND ART AND DESIGN

ZONAMACO SALÓN DEL ANTICUARIO returns with a carefully selected collection of works, exploring the richness of antiques and current trends in photography, further solidifying Mexico City as a cultural and artistic hub in the region.

REDISCOVERY OF CLASSICAL ART

In its 2025 edition, **ZONAMACO SALÓN DEL ANTICUARIO**, under the curatorial direction of Alfonso Miranda Márquez, drives a cross-disciplinary effort in collecting. A meeting for the exhibition, promotion, and sale of the exclusive work of our past, in dialogue with the visual arts, decorative arts, and design, produced before 1960. Objects that transcend humanity and are vessels of fantasy and imagination.

Regarding this edition, its curator comments:

*"In a decade, **SALÓN DEL ANTICUARIO** has forged a space of its own within the broader spectrum of art. The object-salon, of useful beauty, adds value, challenges definitions and boundaries between art, design, and historical becoming. In the hyper-contemporary world, they create a window to nostalgia, to the memory of use,*

their desacralization, and in harmonious contrast, they are inserted into the 21st century, where their objecthood faces virtual dystopias."

This section will feature galleries such as **Rodrigo Rivero Lake** (CDMX), specializing in high-value heritage antiques and renowned historical pieces; and **Muzeion Gallery** (Dallas, USA), famous for its collection of exceptional artifacts and antiques, with a strong presence in the U.S. market. Additionally, the **Daniel Liebsohn Gallery** (CDMX, Mexico), with an extensive history in the Mexican antiques market, has a long-standing tradition focused on preservation and cultural value.

COMMUNITY PERSPECTIVES

On the other hand, **ZSONAMACO FOTO** celebrates its tenth edition as a space to imagine the collective. This edition, with **Luis Graham Castillo** overseeing its curatorial work, highlights visual production as an act of shared meaning, bringing together photographers who explore community from both personal and collective perspectives.

HIGHLIGHTS

Patricia Conde Galería (Mexico City, Mexico), one of the most respected Mexican galleries in photography, specializing in Latin American contemporary photography. **Octavia Art Gallery** (New Orleans, USA) - Based in the U.S., this gallery has a solid track record in exhibiting innovative photographic works.

Regarding this edition, **Luis Graham Castillo, curator of ZSONAMACO FOTO, comments:**

"The relevance of a visual production like the one presented in this collection lies in what it does for our collective existence, in how it manages common references and enables other encounters from personal perspectives that expand our idea of community. A weave of signs offered to us through a network of agents involved in the creation, socialization, and commercialization of the artwork: artists from diverse generations and geographical contexts, alongside gallery owners capable of

*articulating meaningful narratives with their proposals. We celebrate them, as well as the tenth edition of **ZSONAMACO FOTO**.*

Since its foundation, **ZSONAMACO** has brought together galleries, artists, and collectors from around the world, generating a cultural exchange that extends across its various sections: **ZSONAMACO MÉXICO ARTE CONTEMPORÁNEO**, known for its cutting-edge proposals; **ZSONAMACO DISEÑO**, which covers everything from functional design to innovative decorative pieces. This diversity of sections allows **ZSONAMACO** to offer a complete and dynamic experience for those seeking to explore art and design in their many forms.

DATES, RATES, AND SCHEDULE

FEBRUARY 5 - 9, 2025

WEDNESDAY 5

5:00PM - 8:00PM Official Opening

THURSDAY & FRIDAY 6 - 7

1:00PM - 8:00PM

SATURDAY 8

12:00PM - 8:00PM

SUNDAY 9

11:00AM - 6:00PM

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

[PRESS KIT](#)

ABOUT ZÉLIKA GARCÍA

She holds a degree in Arts from the Universidad de Monterrey. She began her career promoting art in galleries in northern Mexico, which led her to found **ZSONAMACO**. In 2002, she launched her first fair, Muestra, in Monterrey, and in 2003, she presented Muestra 2 in Mexico City, an event that would transform into **MACO MÉXICO ARTE CONTEMPORÁNEO**, now known as **ZSONAMACO**. Since then, she has expanded her vision with **ZSONAMACO DISEÑO** in 2011, **SALÓN DEL ANTICUARIO** in 2014, and **FOTO** in 2015, covering various sectors of art. In 2023, she founded **ABC Art Baja**, a festival that strengthens the culture in Baja California. Her career has been recognized on numerous occasions, and she currently serves as a jury member in several international artistic committees.

ABOUT ALFONSO MIRANDA MÁRQUEZ

Alfonso Miranda Márquez (Mexico City, 1978) is a historian, cultural manager and critic, specializing in decoding the visual image. He has numerous publications as author and co-author. He is a columnist for the magazines *Relatos e Historia*, *Museo Soumaya* and co-editor of the digital magazine of art criticism and chronicle *La Domadora*. In 2003 he joined the Carlos Slim Foundation as academic curator. In 2006 he assumed the direction of Museo Soumaya Plaza Loreto, Plaza Carso, Casa Guillermo Tovar de Teresa and Atrio de San Francisco. Since 2013 he has been a member of the International Association of Art Critics (AICA). Since 2015 he has been a member of the Advisory Board of the Centro de Estudios de Historia de México Fundación Carlos Slim. In 2019 he assumed the Presidency of the International Association of Art Critics, Mexico section. Since 2022 he has been curator of **ZSONAMACO SALÓN DEL ANTICUARIO**. He is part of the cultural project Observatorio de arte. In 2023 he was appointed full member of the Real Academia Hispano Americana de las Ciencias, Artes y Letras.

ABOUT LUIS GRAHAM CASTILLO

Luis Graham Castillo (Dominican Republic, 1982), curator, cultural manager and researcher graduated from the curatorial studies program *Curando Caribe*. He has

been part of curatorial teams and managed projects in various institutions and independent initiatives in Latin America, the Caribbean and its diasporas. He made his debut as curator of **ZSONAMACO FOTO**, in the framework of the celebration of the twentieth anniversary of the fair. He lives in Santo Domingo, where he collaborates for different media and is part of the teaching staff of the Altos de Chavón School of Design.