



**Z<sup>©</sup>ONAMACO, THE INTERNATIONAL PLATFORM FOR ART, DESIGN,  
PHOTOGRAPHY, AND ANTIQUES IN LATIN AMERICA.**

**From February 5 to 9, 2025**

**Z<sup>©</sup>ONAMACO 2025** brings together over 200 galleries from more than 30 countries, reaffirming its position as the largest and most influential international art platform in Latin America.

Its 21st edition offers a dynamic program of contemporary art, design, photography, and antiques in Mexico City as the cultural epicenter.

**A GLOBAL INTERSECTION OF ART, DESIGN, PHOTOGRAPHY, AND  
ANTIQUES:**

**Z<sup>©</sup>ONAMACO 2025**, founded by Zélika García and under the artistic direction of Direlia Lazo (Havana, 1984), presents:

- **Z<sup>©</sup>ONAMACO ARTE CONTEMPORÁNEO: SECCIÓN GENERAL, SUR ARTE MODERNO, y EJES.**
- **Z<sup>©</sup>ONAMACO DISEÑO y Z<sup>©</sup>ONAMACO DISEÑO EMERGENTE:** Showcasing contemporary and emerging design objects.
- **Z<sup>©</sup>ONAMACO SALÓN DEL ANTICUARIO:** Commemorates antiques and heritage pieces.
- **Z<sup>©</sup>ONAMACO FOTO:** Highlighting documentary and conceptual photography.

This year's edition offers space for both established and emerging voices, promoting discovery and dialogue through various artistic practices.

[PARTICIPATING GALLERIES](#)

## **FEATURED CURATORSHIPS**

**MAIN SECTION:** Features 132 galleries from 27 countries across Africa, America, Asia, and Europe. This selection was curated by an International Committee, composed of:

- **Teófilo Cohen** (Proyectos Monclova, CDMX)
- **Karen Huber** (Galería Karen Huber, CDMX)
- **Lauren Kelly** (Sean Kelly, Nueva York/Los Ángeles)
- **Ben Loveless** (Galerie Nordenhake, Berlín/Estocolmo/CDMX)
- **Guilherme Simões de Assis** (Simões de Assis, São Paulo/Curitiba)

**ZONAMACO SUR:** Curated by Manuela Moscoso (Ecuador, 1978), this section delves into the artistic practices of the Global South, challenging Eurocentric narratives and exploring identity, memory, and community through site-specific works.

**ZONAMACO ARTE MODERNO:** Curated by Esteban King (Mexico, 1986), this section rediscovers iconic 20th-century works, focusing on avant-garde movements and their cultural impact, seen through the lens of both international and Latin American pioneers.

**ZONAMACO EJES:** Curated by Bernardo Mosqueira (Rio de Janeiro, 1988), this section explores the concept of freedom from critical and poetic perspectives. It showcases works that examine boundaries and their relevance in today's world.

---

## **DESIGN, PHOTOGRAPHY AND ANTIQUES ON THE RISE**

**ZONAMACO DISEÑO:** Under the direction of Cecilia León de la Barra (Mexico City, 1975), this fair offers a meeting with limited editions and unique pieces of furniture, jewelry, and decorative objects.

**ZONAMACO DISEÑO EMERGENTE:** Co-curated by Cecilia León de la Barra (Mexico City, 1975), Joel Escalona (Mexico City, 1986), and Jorge Diego Etienne (Tampico, 1983), it highlights the innovation and work of young designers.

**ZONAMACO SALÓN DEL ANTICUARIO:** Curated by Alfonso Miranda Márquez (Mexico City, 1978), this fair showcases a collection of antiques and heritage pieces, integrating sacred art, jewelry, and furniture of great historical value.

**Z@ONAMACO FOTO:** This fair, curated by Luis Graham Castillo (Dominican Republic, 1982), features a rich selection of documentary and conceptual photography, showcasing works by both emerging and established photographers.

---

### **HIGHLIGHTED ASPECTS**

**Z@ONAMACO AWARDS:** The **Z@ONAMACO** fair, the most important contemporary art event in Mexico and Latin America, will recognize the talent and creativity of participating artists in its 2025 edition through various awards. These prizes, which will be presented from February 5 to 9, 2025, at Centro Citibanamex, highlight artistic efforts and offer a platform to internationalize the works.

The awards to be presented in this edition are:

1. **Erarta Foundation Award:** A recognition of \$100,000 USD, awarded by fair attendees to the artwork selected as "The Highlight of the Show."
2. **Tequila 1800 Colección Award:** An award aimed at emerging artists, with a jury selecting works in painting, sculpture, installation, photography, performance, and more, to promote talent across various disciplines.
3. **AXA Art Award:** A prize of up to \$200,000 MXN for a work to be acquired by AXA México, aimed at promoting the art of Mexican female artists under the concept of "fragility."
4. **Patiño Art Residencies in Villa Albina:** A program that will select three artists to develop projects in Bolivia, including accommodation, flights, and financial support for materials.
5. **Patiño-Liebsohn Award:** A \$5,000 USD award for a gallery that proposes an innovative curatorial approach highlighting Latin American artists.
6. **Casa Wabi Residency Award:** An award aimed at female artists, offering a residency in Oaxaca to promote collaboration between art and local communities.
7. **Fountainhead Arts Residency Prize:** An award for an artist from the **Z@ONAMACO EJES** section, which includes a residency at Fountainhead Arts in Miami, with travel, accommodation, and curatorial activities.
8. **Ling Ling Award:** A prize aimed at emerging artists, consisting of the creation of a special piece that will be displayed for three months in the restaurant's lobby. This alliance promotes artistic talent and fuses gastronomy with contemporary art.

These awards aim to encourage the development of artists by providing them with opportunities for visibility, financial support, and new creative experiences.

**ART WEEK ZONAMACO:** This year, more than 90 cultural institutions and independent spaces join the **ZONAMACO 2025** program, offering a unique agenda that kicks off the 2025 cultural calendar in Mexico City. Over 70 museums, galleries, foundations, and experimental spaces reflect the diversity of the global art scene, including the 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, among others.

Highlighted activities include new exhibitions of contemporary art, design, and photography, public interventions, workshops and conferences with artists and experts, guided tours of exhibitions, and evening events that combine art and entertainment.

**ZONAMACO** reaffirms its role as the main driver of the city's creative effervescence, positioning it as the art capital of Latin America.

**ARTSY NIGHTS: ARTSY NIGHTS, ARTSY NIGHTS**, in collaboration with Dorado, presents the most exclusive and important party of the year to celebrate the 21st anniversary of **ZONAMACO**, the most iconic art fair in Latin America.

The music festival features a high caliber of musical talent. This year, the lineup is headlined by **HONEY DIJON**, who, along with the other artists, will offer a magical night in CDMX.

**ARTSY NIGHTS** will take place on Friday, **February 7th starting at 7PM at Sala D, Centro Citibanamex.**

Tickets are available for sale at the early bird phase on [mangopase.com](https://mangopase.com) and [artsynights.net](https://artsynights.net).

**VIRTUAL FAIR: ZONAMACO**, In collaboration with **Always Art**, we revolutionize the fair experience by merging technological innovation with the tradition of art. This platform provides easy-to-use tools for galleries, collectors, and artists to gain greater global exposure, enhance engagement between galleries and collectors, efficiently manage inventories, and offers a mobile app for iOS and Android that facilitates interaction and tracking of favorites.

**EDITORIAL:** Consolidating the participation of 29 different publishers and 50 specialized magazines, **ZONAMACO** reaffirms its position as a key reference in the fields of culture, art,

and design. This achievement reflects our commitment to enriching the communication and dissemination offerings.

### **REGIONAL LEADERSHIP**

*Zélika García, founder of ZSONAMACO, states: "As every year, we are excited to welcome the artistic community to this 2025 edition, where ZSONAMACO reaffirms itself as a platform for the international contemporary art scene. Returning exhibitors, the inclusion of new galleries, and a special program for collectors, art professionals, and the general public in CDMX make this edition a great experience."*

*On the other hand, Direlia Lazo, artistic director of ZSONAMACO, says: "Mexico City is experiencing an unprecedented artistic moment, solidifying its place as one of the most dynamic cultural epicenters in the world. ZSONAMACO is proud to be at the forefront of this movement, blending tradition and innovation through diverse voices in the art world. As we celebrate our 21st edition, we honor the rich artistic legacy of Latin America while fostering dialogues and exchanges that transcend borders."*

### **DATES AND HOURS**

**FEBRUARY 5 - 9 , 2025**

#### **WEDNESDAY 5**

*5:00PM - 8:00PM Inauguración abierta al público*

#### **THURSDAY 6 - FRIDAY 7**

*1:00PM - 8:00PM*

#### **SATURDAY 8**

*12:00PM - 8:00PM*

#### **SUNDAY 9**

*11:00AM - 6:00PM*

Access available at [www.zsonamaco.com](http://www.zsonamaco.com) or at the box office.

[PRESS KIT 2025](#)

**ZSONAMACO thanks its sponsors who make it possible to recognize excellence in contemporary art.**