



ZONAMACO WELCOMES OVER 81,000 VISITORS AND MORE THAN 65 INTERNATIONAL MUSEUM GROUPS IN ITS TWENTY-FIRST EDITION.

The twenty-first edition of **ZONAMACO** maintained its position as Latin America's leading art fair, bringing together **more than 200 exhibitors from 30 countries**, presenting an outstanding selection of contemporary and modern art, design, antiques, and photography.

The 2025 curatorial team, under the leadership of founder **Zélika García** and artistic director **Direlia Lazo**, included: **Esteban King** (ZONAMACO MODERN ART), **Manuela Moscoso** (ZONAMACO SUR), **Bernardo Mosqueira** (ZONAMACO EJES), **Cecilia León de la Barra** (ZONAMACO DESIGN), **Joel Escalona and Jorge Diego Etienne** (EMERGENTE co-curators), **Alfonso Miranda** (ZONAMACO SALÓN DEL ANTICUARIO), and **Luis Graham Castillo** (ZONAMACO FOTO).

The program featured more than **30 activities**, including international panel discussions, award ceremonies, and book presentations.

2025 AWARDS

- Erarta Foundation – Art Prize 2025
\$100,000 USD prize, chosen by ZONAMACO attendees, awarded to photographer Rob Woodcox by majority vote.
- Tequila 1800 Collection Prize
Recognition of emerging talent across disciplines, selected by a curatorial jury and awarded to Teresa Serrano (1st place), Magali Lara (2nd place), and Tania Pérez Córdova (3rd place).
- AXA – Art Prize
\$200,000 MXN prize awarded to artist Galia Eibenschutz, acquired for the insurance company's collection, supporting the preservation and care of art in Mexico for 16 years, promoting contemporary Mexican art.
- Fundación Patiño – Patiño Residencies at Villa Albina
Residencies in Bolivia for artists Nina K. Ekman, Juliana Correa, and Chris Soal, fostering dialogue between local community and new proposals within Bolivia's Bicentennial Agenda.
- Fundación Patiño – Patiño-Liebsohn Award
A \$5,000 USD prize was awarded to Galería SUMA for connecting artists and Latin American territories.

- Casa Wabi – Residency Prize
Artistic residency in Oaxaca awarded to artist Anna Yamanishi.
- Fountainhead – Arts Residency Prize
Miami residency for ZsONAMACO EJES artist Pachi Muruchu, to be completed in 2026.
- Ling Ling Prize
Ling Ling selected artist Romeo Gómez López to create a piece for the restaurant space.

The ZsONAMACO Online Fair powered by Always Art remains open through February 20, offering an extended opportunity to explore this year's exceptional selection of artworks and connect with participating galleries.

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Special thanks to our sponsors: Aeroméxico, American Express, Axa, Axo, Blu Dot, Breitling, Casa Wabi, Dorsia, Ecovallas Gpo Vallas, Erarta, Fountainhead, Fundación Jumex, Fundación Patiño, Gepp (Garci Crespo), Grupo Expansión, Hotel Casona, Hotel Four Seasons, Hotel Pug Seal, Hotel Volga Y Hotel Alexander, Jcdecaux, Jose Cuervo/1800, L'Atelier, Ling Ling, Lmi, Los Patrones, Mercedes Benz, Veuve Clicquot, Velo, Penhaligons, Rent & Company, Rgmx, Starbucks, Technogym, El Califa, Roxy, Shake Shack, Cancino, Cuerno, 180 Grados, Cantina @ Baja Club, Bistro At Humano A Member Of Design Hotels, Kakurega Omakase, Hotel Escondido, Ikigai, Ladurée, La No 20°, Burritos México, Restaurante Oyste De Veuve Clicquot, Whispering Angel, Heineken, Jugos Jumex, Acapulcoco. Their support is essential for this event, along with all our collaborators, collectors, curators, art professionals, media, and visiting public, who are an integral part of ZsONAMACO.

The next edition of ZsONAMACO will be held from February 4-8, 2026.