



Z[©]ONAMACO DISEÑO 2025: INNOVATION AND TRADITION IN CONTEMPORARY DESIGN

Z[©]ONAMACO DISEÑO returns for its 14th edition under the artistic direction of Cecilia León de la Barra, with a selection of over 35 national and international proposals.

In this edition, **Z[©]ONAMACO** reaffirms its commitment to cutting-edge design and its position as an international forum for cultural and commercial exchange, featuring renowned designers and new proposals from around the world.

Z[©]ONAMACO DISEÑO EMERGENTE, curated by Cecilia León de la Barra in collaboration with Joel Escalona (Mexico City, 1986) and Jorge Diego Etienne (Tampico, 1983), has become one of the most important platforms for showcasing the talent of young designers, almost all under the age of 35. Its goal is to promote the production of design objects, as well as facilitate commercial and professional exchanges within the worlds of art and design.

Z[©]ONAMACO DISEÑO will include new galleries, designers, and emerging studios, such as the Mexican Piztola, Giopato Combes, and Estudio Claudina Flores, among others. Additionally, the fair will feature the return of renowned designers and galleries, including Carla Fernández, Odabashian, Breuer, Cuchara, Iker Ortiz, and Ánfora, who will present their new collections.

Proposals for university projects from institutions dedicated to design education, such as CENTRO, Anáhuac, Tec de Monterrey, Ibero, and, for the first time, the Roberto Garza Sada Center of the Universidad de Monterrey (UDEM), will also be showcased.

In this fifth edition, **Z@ONAMACO DISEÑO EMERGENTE** will present proposals that stand out for their functionality, ability to beautify spaces, and the opportunity to offer new perspectives, innovative concepts, and a unique creative vision.

The diversity of contemporary and emerging design proposals in this edition provides a complete experience, reinforcing Mexico City's position as a global hub for innovation and creativity in design.

REGIONAL LEADERSHIP

Zélika García, founder of **Z@ONAMACO**, commented: "This year, **Z@ONAMACO DISEÑO** not only showcases the best of current design, but also strengthens its role as a platform for emerging talents, allowing the public to explore and connect with trends that are redefining design in Latin America and the world."

Cecilia León de la Barra, artistic director of **Z@ONAMACO DISEÑO**, said: "Each edition of **Z@ONAMACO DISEÑO** represents an opportunity to explore the endless possibilities of contemporary design, from university projects to proposals from designers who are setting global trends."

Since its founding in 2004, **Z@ONAMACO** has brought together galleries, artists, and collectors from around the world, generating cultural exchange that extends to its various sections: **Z@ONAMACO MÉXICO ARTE CONTEMPORÁNEO**, known for its cutting-edge proposals; **Z@ONAMACO SALÓN DEL ALTICUARIO**, which presents antiques of high patrimonial value; and **Z@ONAMACO FOTO**, a leading reference in contemporary photography. This diversity of sections allows **Z@ONAMACO** to offer a complete and dynamic experience for those seeking to explore art and design in its 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.

PRESSKIT

NOTE TO EDITORS

ZSONAMACO is the leading art fair platform in Latin America. Founded in 2002 by Zélika García, it holds four events that take place annually at Centro Citibanamex in Mexico City: **ZSONAMACO MÉXICO ARTE CONTEMPORÁNEO**, which gathers national and international leading and emerging art galleries; **ZSONAMACO DISEÑO**, established in 2011 featuring furniture, jewelry, textiles, limited editions and decorative objects; **ZSONAMACO SALÓN**, created in 2014 for the exhibition and sale of antiques; and **ZSONAMACO FOTO**, focused on vintage, modern and contemporary photography since 2015.

To download high resolution images go to www.zsonamaco.com