



Z[®]ONAMACO ANNOUNCES SPONSORS AND PARTNERS FOR ITS 21ST EDITION

February 5-9, 2025 | Centro Citibanamex, Mexico City

Z[®]ONAMACO, the largest and most influential contemporary art fair in Latin America, celebrates its 21st edition with the support of sponsors and partners who strengthen their commitment to art, culture, and innovation. This year, national and international brands join the fair to create exclusive experiences that will enrich the visit for collectors, artists, and the general public.

AMERICAN EXPRESS

Aeroméxico is preparing to land for the first time at **Z[®]ONAMACO** in its 2025 edition. Through this participation, the airline of the Eagle Knight strengthens its commitment to continue forging alliances that promote art and culture, as well as to bring the best of our country to the world.

As part of its history and legacy, Aeroméxico has established itself as an ambassador of Contemporary Mexico, creating extraordinary experiences through the representation of its people, colors, flavors, and more. Examples of this are the iconic Quetzlacoatl and Kukulcán aircraft, whose fuselage showcases the cultural richness of Mexico, or the most recent collection of uniforms for flight attendants, created by the Yakampot brand led by designer Concha Orvañanos, which incorporates handmade artisanal embroidery by over 230 Chiapanecan women.

MERCEDES-BENZ

This year, the brand presents *Twice The Silence*, a multisensory piece created by Mexican artist Mario García Torres. The work invites the audience to embark on an emotional journey through a story told by "Casper," a friendly ghost, within an environment combining subtle sounds, dynamic lighting, and a controlled atmosphere. The piece represents moments of stillness and transition, highlighting the impact of silence on a journey, as reflected in Mercedes-Benz's new campaign *Because it's Mercedes-Benz*. This campaign inspires the creation of the work, emphasizing the brand's DNA, including quality, safety, design, and comfort, as well as its rigorous testing in extreme weather conditions. The connection

between the artwork and the brand's philosophy showcases the ongoing interaction between innovation, creativity, and culture that defines Mercedes-Benz, consolidating its support for contemporary art.

FUNDACIÓN JUMEX

One of our great allies, Fundación JUMEX, returns as a sponsor of **Z[®]ONAMACO**, presenting the fair's conversation program, which this year features an extensive lineup of awards and international speakers.

TEQUILA 1800

Mexico City is key to the art scene, and **Z[®]ONAMACO** is its leading fair, showcasing international artists and galleries. This year, Tequila 1800 reaffirms its commitment to art through the ***Tequila 1800 Collection Award***, which recognizes emerging artists in painting, sculpture, photography, and other disciplines. The jury, led by Juan Domingo Beckmann and three international curators, will select the winning piece, which will become part of the Casa Cuervo collection. Additionally, Tequila 1800 will present a booth featuring its new *Essentials* variant, designed by Raúl de Nieves. Through this, Tequila 1800 continues to support **Z[®]ONAMACO** as a platform for promoting Mexican art and culture.

AXO

It once again joins **Z[®]ONAMACO** through projects focused on the promotion of art and culture, in celebration of its 30th anniversary.

AXA

AXA Mexico is the country's leading art insurer. Therefore, we are proud to continue as a sponsor of **Z[®]ONAMACO**, Latin America's largest contemporary art fair, reinforcing our commitment to culture as well as the conservation and preservation of national and international art. In this edition, we will carry out the Second AXA Mexico Art Award. This recognition will reward a piece from participating national galleries, aimed at promoting the development and dissemination of Mexican women artists, and will be selected by a jury of contemporary art experts. The winning work will be acquired for our corporate collection.

GRUPO EXPANSIÓN

For the sixth time, we participate with our own space at Z[®]ONAMACO DISEÑO, inviting various contemporary Mexican designers from different disciplines. The presented pieces create a set that showcases what is happening at this moment. At **ELLE and ELLE Decoration**, we believe that as a media outlet, our job is to point out the things we see and

find important, and then share them with others. Many of the pieces are shown for the first time and were designed around a concept, highlighting the creativity and skill of designers who experiment with different materials, scales, and silhouettes.

TECHNOGYM

Over the years, Technogym has transformed home fitness solutions into unique experiences, creating the Wellness Design concept to convey the synergy and harmony between design, technology, and well-being. **Technogym and VGZ Arquitectura** work together to fuse architecture and interior design, creating a unique Wellness Design Lifestyle proposal.

In this special collaboration for **Z[®]ONAMACO**, **Technogym and VGZ Arquitectura** come together to showcase how multiple disciplines complement, interact, and influence our well-being. Technogym's Personal line, designed by renowned architect and designer Antonio Citterio, represents design, technology, elegance, and functionality, complemented by a warm, welcoming, and harmonious environment created by VGZ Arquitectura.

BREITLING

Breitling, the renowned Swiss watchmaker, will participate for the first time in **Z[®]ONAMACO** with a special exhibition featuring three surfboards intervened by artists Margaux de Penfentenyo (France), Guillermo Olgún (Mexico), and CRÖM-D (Mexico). These artworks will be auctioned to raise funds for PRONATURA, a Mexican NGO dedicated to the conservation of the country's flora and fauna. This collaboration reflects Breitling's sustainability mission and commitment to the environment and social causes. With over 260 points of sale worldwide, Breitling promotes its *Mission to Do Better* philosophy, advocating for responsible manufacturing processes, sustainable materials, and full traceability in production.

PENHALIGON'S

In 2025, Penhaligon's celebrates 155 years of perfumery, encapsulating the best of British ingenuity, luxury, and craftsmanship to delight even the most discerning noses. The story of Penhaligon's is the story of Britain, a land where non-conformists and a spirit of curiosity drive a constantly evolving future. After 155 years of creating award-winning high-perfume fragrances with four royal seals, Penhaligon's remains at the forefront, preserving its legacy while pursuing the new. Today, the British fragrance house stays true to its principles: perfumes with history that tell unique stories, working with the most exclusive and refined

ingredients. This is how the brand has maintained its aristocratic and luxurious character while preserving its exclusive high-perfume past.

STARBUCKS

Starbucks Mexico returns to **ZONAMACO** in 2025 with an immersive experience that connects visitors with the distinctive art and design of its stores. There will be **two points of sale** offering a special menu of beverages, including a tasting of their new Puebla coffee.

As part of this initiative, Starbucks will launch an **exclusive cup** designed by Elena Caltz, whose artwork reflects the journey of coffee from plant to cup, celebrating creativity and transformation at the art fairs while reaffirming its commitment to Mexican-made products, promoting local talent, and strengthening the connection between communities through art, design, and creativity.

AEROMÉXICO

Aeroméxico is preparing to land at **ZONAMACO** for the first time in its 2025 edition. Through this participation, the airline reinforces its commitment to forming alliances that promote art and culture, as well as bringing the best of Mexico to the world. As part of its history and legacy, Aeroméxico has solidified itself as an ambassador of Contemporary Mexico, creating extraordinary experiences through the representation of its people, colors, flavors, and more. Examples of this include the emblematic Quetzalcóatl and Kukulcán aircraft, which display the rich cultural heritage of Mexico on their fuselage, or the recent collection of uniforms for flight attendants created by the brand Yakampot, led by designer Concha Orvañanos, which incorporates handmade embroidery by over 230 Chiapanecan women.

VEUVE CLICQUOT

The maison Veuve Clicquot is preparing to dazzle at **ZONAMACO 2025**. Its iconic yellow, inspired by the Sun and present in its labels since 1877, will be the centerpiece of ***Emotions of the Sun***, an exhibition that debuted at Milan Design Week, traveled through Soho, New York, and will now arrive in Mexico.

This exhibition, **in collaboration with the Magnum Photos** agency, represents a synergy between two icons of global culture. For the first time in its history, eight renowned photographers have been commissioned to explore the emotion the Sun inspires in them, including Steve McCurry, Alex Webb, Olivia Arthur, and Newsha Tavakolian. *Emotions of the Sun* promises to be the cultural epicenter of the fair, reaffirming Veuve Clicquot's commitment to creativity, freedom, and sunlight.

LMI

In our pursuit of expanding the use of technologies as tools applied to art and striving for the progressive vindication of its autonomy, our role as a gallery is guided by the desire to disseminate ideas, to spread, to take works and their artists by the hand and help them go further, beyond the surface, just as we do with the observer, to whom we give food for thought, compelling them to maintain their critical spirit. Our role, our voice, and our responsibility are more crucial than ever in the framework of contemporary debates; it is through these individual initiatives that the world of tomorrow takes shape, something certainly uncertain that artists often intuit better than others.

JC DECAUX

JCDecaux Mexico, a subsidiary of the world leader in outdoor advertising, is proud to announce its participation as the official sponsor of **Z[®]ONAMACO** for the fifth consecutive year, reinforcing its commitment to art, design, and the promotion of cultural initiatives that transform the city and celebrate creativity. In this edition, JCDecaux will have a prominent presence within the fair, utilizing its iconic MUPIs designed by Lance Wyman. "**Z[®]ONAMACO** is the perfect stage to demonstrate the power and impact of our medium," said Mario Guzmán, Marketing Director for JCDecaux Mexico. "Beyond just communicating, urban furniture acts as a bridge between design, art, and moving audiences, creating spaces where information and culture converge."

GPO VALLAS

GPO VALLAS, a company dedicated to urban sustainability with a mission to transform urban spaces through innovative platforms that improve the quality of life for people, will also participate. From our Ecovallas, equipped with photocatalytic coatings that reduce air pollutants, to Vía Verde, the revolutionary system that turns gray structures into green lungs, we are committed to offering solutions that benefit cities and the environment. With the launch of SOMO in New York, we expand our vision towards sustainable OOH advertising by integrating technology and mobility.

VELO

Velo, with its nicotine pouches for individuals over 18, will be present at **Z[®]ONAMACO 2025**.

At Z[®]ONAMACO 2025, we will also have the participation of the following sponsors as HOTEL PARTNERS:

FOUR SEASONS HOTEL

The gastronomic offering has always been essential at Four Seasons Hotel Mexico City. The hotel's culinary scene has reached new heights with the opening of OMA, an intimate omakase led by Chef Abraham López. With space for only 10 guests, OMA will take its visitors on a culinary journey inspired by the most authentic Japanese flavors, guided by extraordinary ingredients, ancient techniques, and creative touches. The interior design of OMA, by Ezequiel Farca Studio, is inspired by minimalist Japanese aesthetics, using various natural materials. Soft lighting, background jazz, and a serene garden atmosphere transform OMA into a captivating place where luxury and simplicity meet, just as its name promises.

HOTEL PUG SEAL

The Pug Seal boutique hotel collection proudly announces its fourth collaboration with **Z[®]ONAMACO**. This partnership celebrates Mexico's rich cultural and artistic heritage, bringing art beyond galleries and into the tourism and business sphere. Art at Pug Seal is projected through its service, walls, and spaces, turning a stay into an unforgettable cultural journey. More than just luxury accommodation in a prime location, Pug Seal redefines hospitality by creating a living tribute to Mexican culture. Dreams, myths, landscapes, and stories are told through the art and design within each hotel.

HOTEL VOLGA AND HOTEL ALEXANDER

Alexander and Volga, two of the most exclusive hotels in Mexico City, will be present at the prestigious **Z[®]ONAMACO**, Latin America's most significant contemporary art fair. Through two unique events, both hotels will celebrate art, culture, and luxury within the context of one of the year's most important events. Alexander is a luxury hotel located in the heart of Mexico City, known for its avant-garde design and personalized hospitality approach. With an elegant and sophisticated atmosphere, it offers a unique experience for those seeking the highest level of comfort and style. Volga is a hotel that merges art and luxury at its core. With an innovative architectural concept and exceptional service, Volga has become a landmark in the city for those seeking a contemporary luxury experience.

HOTEL CASONA

Casona Roma Norte is the latest gem in Hamak Hotels' exclusive collection, a group recognized for its excellence in luxury hotel operations. Located in the heart of the iconic Roma neighborhood, Casona is not just a boutique luxury hotel but an authentic house of

experiences where classic sophistication meets the vibrant energy of the area's cultural scene. With a centuries-old facade, Casona Roma Norte stands as one of the last architectural jewels in the area, following meticulous restoration. This iconic space offers 32 exclusive contemporary-style rooms and suites, in addition to six dynamic culinary concepts ranging from fine dining and grab-and-go to creative mixology.

At Z[®]ONAMACO 2025, we will have the following sponsors as DECOR PARTNERS:

BLU DOT

We are pleased to announce our participation as a sponsor at Latin America's most important art fair, **Z[®]ONAMACO**. We are excited to contribute to the exclusive atmosphere within the fair, where our furniture will be present in the VIP area, conference room, VIP terrace, and other strategic points throughout the fair, providing spaces where good design, comfort, and functionality merge successfully.

RENT & COMPANY

Rent and Company is where artists, designers, producers, or florists go to carry out their projects with innovative products, essential in any event. With almost twenty years dedicated to furniture rental, the brand is a Mexican leader in the event services industry and boasts thousands of imported and national items, as well as a specialized department for custom-made designs.

LOS PATRONES

Los Patrones is a Mexican brand that designs and produces contemporary furniture. Their style is characterized by the manipulation of steel and its transformation into a series of practical pieces of durable quality and affordable prices. The brand was born with the idea of fostering collaboration between designers and industries. Through this, they aim to revalue all the elements, trades, and talents involved in the design ecosystem, from the conceptualization of a sketch to its materialization through forging, carpentry, painting, and sewing. Designers and manufacturers, both practical and idealistic, Los Patrones aims to connect loose links in the design cycle to foster the realization, distribution, and consumption of design objects.

L'ATELIER DES FLEURS

L'atelier des Fleurs offers a wide range of services, from event production to interior design and floral arrangements for all occasions. Our team is always ready to help you find the perfect gift or create a unique and personalized space.

DORIA

An exclusive platform for members that allows users to secure reservations at the best restaurants and access exclusive events around the world.

Reservations are available from hubs such as Mexico City, New York, Miami, Los Angeles, London, Dubai, and seasonal destinations like Aspen, Ibiza, and the Amalfi Coast.

As a VIP guest of **ZONAMACO**, we are offering a complimentary 3-month membership to Dorsia (valued at \$600). To enjoy this offer, download Dorsia and enter the code "zonamaco" when applying.

Contact: membership@dorsia.com

At ZONAMACO 2025, we will have the following awards:

FUNDACIÓN ERARTA AWARD: \$100,000 USD The largest prize at the fair! The public vote will determine the winner from a curated selection. The prize money will be split between the artist and the gallery.

TEQUILA 1800 COLECCIÓN AWARD: Celebrating emerging talent in various media: painting, sculpture, installation, photography, and performance for 17 years. Selected by a jury of expert curators.

AXA MÉXICO ART AWARD: Supporting contemporary Mexican women artists for the second year. The winning piece will become part of AXA's prestigious collection, continuing their 16-year commitment to preserving Mexican art.

LING-LING AWARD: A selected contemporary artist will develop a special piece to be exhibited for three months in the restaurant's lobby. This collaboration merges cutting-edge art and cuisine.

RESIDENCIAS PATIÑO EN VILLA ALBINA: Three artists (two international and one Bolivian) will receive a 45-day residency in Cochabamba, Bolivia, which includes transportation, accommodation, studio space, meals, and \$500 for materials.

PATIÑO-LIEBSOHN AWARD: A \$5,000 USD award celebrating Bolivia's Bicentennial, granted to galleries that build bridges between artists, artistic approaches, and territories. Open to participants in the General, EJES, and SUR Sections.

CASA WABI RESIDENCY AWARD: Celebrating its 5th year supporting women artists! Open to participants in the MAIN, EJES, and SUR Sections. The winners will experience a unique residency in Puerto Escondido, Oaxaca, interacting with local communities.

FOUNTAINHEAD ARTS RESIDENCY AWARD: One artist selected from **Z[®]ONAMACO EJES** will receive a fully funded residency in Miami for 2026, including flights, accommodation, studio space, and curator visits.