



Z[®]ONAMACO 2025 CONVERSATIONS PROGRAM

This year, Z[®]ONAMACO reaffirms its role as a meeting point for the international art community. Through The Conversations Program, the fair promotes the exchange of ideas between specialists, museum directors, curators, gallery owners, and artists. These activities enrich the reach of contemporary art and design, and are complemented by the awards and residencies program granted in collaboration with various international institutions.

From talks on collecting trends and museum challenges to awards that boost artists' careers, Z[®]ONAMACO continues to position itself as a platform that not only exhibits art but also drives, connects, and transforms it.

The program, presented by **Fundación Jumex Arte Contemporáneo and Pug Seal**, will take place in the **Conversations Hall** within the fair, and access will be free with your Z[®]ONAMACO ticket.

Wednesday, February 5th

1 PM 2nd AXA Mexico Art Prize

Jeanette Escobar (Vice President of Clients, Quality and Communication) and Santiago Fernández (Vice President of Cars and Damages) | Jury: Sonya Santos Garza (Independent cultural promotor), Daniel Garza Usabiaga (Director of Museo del Palacio de Bellas Artes), and Daniel Aguirre Vargas (Art insurance expert). Within the framework of the 21st edition of Z[®]ONAMACO, AXA Mexico will present for the second time the "AXA Mexico Art Award" to promote the development of Mexican contemporary women artists. In addition to the recognition, the winning work will be acquired to form part of the collection of the French insurance company that has supported the preservation and care of art in Mexico for 16 years.

2–3 PM Fountainhead Arts Residency Prize x Z[®]ONAMACO

Nicole Martinez (Associate Director of Fountainhead Arts Residency) and Kathryn Mikesell (Co-Founder of Fountainhead Arts). Presentation for the second year of the Fountainhead Arts Residency Prize to a selected artist from the Z[®]ONAMACO EJES section, who will

complete an artistic residency at Fountainhead Arts in Miami in 2026. There will also be a talk with the winning artist about the artistic projects. Fountainhead is a preeminent artist residency focused on elevating and nurturing artists' voices; its 550+ alumni roster includes some of the most recognizable artistic talent working in the world today.

3:30 PM Starbucks presents: *Art + Coffee in Starbucks*

Violedith Ballesteros (Store Material & Furniture Development at Starbucks), and Gabriela Rentería (Design Manager at Starbucks). Moderator: Cecilia León de la Barra (Director of Z[®]ONAMACO DISEÑO). A discussion exploring the Starbucks Art Program, an initiative that embodies the brand's values through collaborations with emerging artists to create cultural narratives that enrich its spaces and foster connections with the public. The talk will cover topics such as the artistic process, the integration of Mexican talent into the industry, and the importance of making design and art accessible to all Mexicans. The conversation will also examine Starbucks' strategy for strengthening community ties through art and design, along with its plans for 2025, focusing on art and its commitment to Made in Mexico initiatives.

5–6 PM Tequila 1800 presents: *The Art of Collecting. Collecting as Activism*

A conversation between Estrellita B. Brodsky, PhD (curator, collector and philanthropist) and José Roca (Estrellita B. Brodsky Curator at Large of Latin American and Latin Diasporic Art at Smithsonian's Hirshhorn Museum and Sculpture Garden). Estrellita B. Brodsky and José Roca will explore how institutional and private collecting, along with philanthropy, can further understanding of Latin American and Latin Diasporic Art within a global context. Their discussion will explore collections and curatorial projects including at The Metropolitan Museum, MoMA, New York, Tate Modern, London, and the Hirshhorn Museum and Sculpture Garden, Washington DC, as well as at ANOTHER SPACE, New York, Brodsky's non-profit exhibition program.

6:30–7:30 PM *Evolving Museums: Challenges and Trends*

A conversation between Daniel Garza Usabiaga (Director of Museo del Palacio de Bellas Artes), Taiyana Pimentel (Director of Museo de Arte Contemporáneo de Monterrey), and Manuel Segade (Director of Museo Nacional Centro de Arte Reina Sofía). The conversation brings together museum directors to discuss strategies that address institutional and contemporary challenges. Topics include sustainability, inclusion in museum management, and engagement with diverse audiences, as well as market trends and their relationship with their institutions' curatorial approaches.

Thursday, February 6th

12 PM Book presentation: *Contemporary Parangolé, Between Revolution and Poetry* Santiago Espinosa de los Monteros (curator and art critic), Delmari Romero Keith (curator and art historian specializing in contemporary Latin American art), Héctor Tajonar (art and politics specialist). **Moderator: Rodrigo Martínez Romero (internationalist, University of Amsterdam)**. The book addresses the performance *Parangolé* by Brazilian artist Hélio Oiticica within conceptual art and as a synchronic movement of the international neo-avant-garde. The speakers will discuss this action that vindicates art power as a poetic-political claim through atavistic references and ancestral rituals: residual memories that appropriate the favela and the carnival, and that seek to manifest the link with the corporal and nature rhythms through dance, representing as well, a critique of the “status quo” of the time.

1–2 PM LMI presents: *Future's Art or Art's Future*

Pablo Boneu (artist), Enrique Hernández Lemus (Director at Laboratorio de Biología computacional de sistemas y genómica integrativa, Instituto Nacional de Medicina Genómica), Rubén Mira (writer, editor and cultural promoter). Moderator: Javier Harari (director of LMI). Does AI's imminent development and its potentials threaten the current status of art? Is today's art paying enough attention to the near future as a topic and as a problem? These two questions lead to a larger issue: What will be the magnitude and risks of the upcoming changes regarding the human monopoly loss on creativity and on the forms in which we know it today? The speakers will interact as well with the audience by proposing brief interventions that symptomatically arise from these questions in order to create and develop an environment of common thinking.

2:30–3:30 PM Z^oONAMACO EJES presents: *Practices of / for Freedom*

César González-Aguirre (Independent curator) and Lior Zisman Zalis (researcher and PhD student at Centro de Estudios Sociales of Universidad de Coimbra) in conversation with Bernardo Mosqueira (Curator of Z^oONAMACO EJES). This panel gathers curators and researchers who have dedicated their work to studying and developing artistic, curatorial, and institutional practice as practices of/for freedom. By intertwining their experiences and ideas, this encounter will focus on one of the most important topics of our time, highlighting the responsibility and power of art in moments of political crisis, social turmoil, and risks for democracy.

4–5 PM Z^oONAMACO DISEÑO presents: *Design and Contemporary Art*

Carla Fernández (designer and founder of Carla Fernández fashion house) and Mario García Torres (artist) in conversation with Cecilia León de la Barra (Director of Z^oONAMACO DISEÑO). Art and design have a lot and nothing in common, sometimes they appear to be similar or completely different. There are artists who design functional objects and designers who make works of art. The speakers will discuss the similarities and parallels existing today between

design and contemporary art.

5:15 PM *Fundación Casa Wabi Woman Artist Residency Award 2025*

Jury: Dakin Hart (Artistic Director of Casa Wabi), Carla Sodi (Director of Casa Wabi) and Mariana Vinalay (Liaison at Casa Wabi). Marking its fifth year, this residency award continues to honor and elevate the exceptional work of women artists featured at the fair. Fundación Casa Wabi, a non-profit foundation, is committed to nurturing a vibrant dialogue among national and international artists, designers across various disciplines and the local communities of Oaxaca's coast. Casa Wabi's artistic residencies in Puerto Escondido, Oaxaca, are deeply integrated with social and cultural initiatives, reflecting the center's commitment to a socially engaged and culturally rich artistic practice which benefits the communities surrounding the house.

6–7 PM *Art Residencies: Platforms for Experience and Cultural Exchange*

Ekaterina Feldmann (Coordinator of Patiño Artistic Residencies), Bárbara Foulkes (Coordinator of Educational Communication at Museo Anahuacalli), and Laura Hakel (Curator of the Collection and Artistic Projects at Fundación Ama Amoedo). Moderator: Direlia Lazo (Artistic Director of Z^oONAMACO). The conversation will reflect on the impact that art residencies generate in artists' careers, how they influence their practices through experiences in different contexts, and the creation of opportunities through cultural exchanges and international collaborations. Additionally, the challenges in managing these spaces will be analyzed.

Friday, February 7th

12 PM *Patiño-Liebsohn Award and Patiño Artistic Residencies Award*

Fundación Patiño (as sponsoring institution) and Daniel Liebsohn Gallery will present the Patiño-Liebsohn Award consisting of USD \$5,000 in celebration of the Bolivian Bicentennial, with the aim of promoting the work of Z^oONAMACO participating galleries in the Main Section and in the EJES and SUR sections, whose proposals seek to establish bridges between artists and territories. The Patiño Foundation will also award two international artists and a Bolivian artist participating in Z^oONAMACO 2025 with the Patiño Artistic Residencies in Villa Albina, in Cochabamba, Bolivia. As part of its agenda for the Bicentennial of Bolivia, the Fundación Patiño inaugurates its residency program in Villa Albina with the aim of promoting the exchange of ideas between national and international artists and the community that surrounds the Villa.

1 PM *Tequila 1800 Collection Prize*

The Tequila 1800 Colección Award has been held for 17 years within Z^oONAMACO with the purpose of supporting emerging talent.

1:30 PM Fundación Patiño presents: *The Baroque As a Bridge Between Bolivia and Mexico*

J. Mauricio Sánchez Patzy (Bolivian sociologist, historian, writer and teacher) in conversation with María Amparo Clausell (Director of Museo de El Carmen) and Daniel Liebsohn (collector and cultural manager). Fundación Patiño celebrates the Bolivian Bicentennial with its participation as Z^oONAMACO 2025 sponsor with a talk about the Baroque as the artistic and intellectual movement that permeated the creation of a shared identity between Bolivia and Mexico, both in the Jesuit missions and their music, as in the Viceregal art and architecture. The mestizo Baroque is an artistic, aesthetic and philosophical key period for the understanding of Mexico and Bolivia, which bond these countries and all Latin Americans. This movement is part of the idiosyncrasy and continues to be manifested in contemporary Mexican and Bolivian art.

2:30–3:30 PM *Collections on Dialogue*

Pilar García (Curator of the Artistic collection of Museo Universitario Arte Contemporáneo, MUAC-UNAM), María Mercedes González (Chief Director of Museo de Arte Moderno de Medellín, Colombia), and Claudia Segura (Head of Collection at Museo de Arte Contemporáneo de Barcelona, MACBA). Moderator: Direlia Lazo (Artistic Director of Z^oONAMACO). A conversation between museum representatives with modern and contemporary art collections from Mexico, Spain, and Colombia will focus on the processes of acquisition and collection management. They will also discuss the relevance of diverse and inclusive artist representation; the connection between collections and local communities, the implementation of digital technologies, and networks of collaboration between museums to promote exchanges of works and experiences.

4–5 PM Z^oONAMACO SUR presents: *Narratives, Experimentation and Curating*

Mónica Amieva (Pedagogical curator and researcher at Instituto de Investigaciones Estéticas, UNAM), Sol Henaro (Director of Museo Universitario del Chopo), and Vânia Leal (Director of Special Projects of the Amazon Biennial Cultural Center). Moderator: Manuela Moscoso (Curator of Z^oONAMACO SUR). A group of leading curators will discuss the challenges and opportunities of curating in the current context. This talk will explore how curators respond to the changing dynamics of contemporary art, addressing issues such as experimentation, north/south dynamics, and the need to reconfigure traditional narratives. Guests will share their experiences and perspectives on how they address these challenges in their own practices, and also around the future of curating in an increasingly interconnected and diverse world.

4:30–7 PM ARTSYNIGHTS presents: *Dancing Society with Guti and Francesco Tristano on Another Paradise* | Terrace B.

Dancing Society® presents the internationally renowned classical pianist Francesco Tristano alongside jazz pianist turned electronic music master, Guti (Gabriel Podliszewski), to perform *Another Paradise* in an avant-garde unmissable musical experience. For the first time in Mexico City, the Yamaha C7X classical piano merges with a house music set during Z[®]ONAMACO, to create a unique and captivating proposal.

5:15–6:15 PM Book presentation: *Riots on the Moon / Disturbios en la luna*

Carlos Amorales (artist) and Pablo Soler Frost (writer) in conversation with Sigismond de Vajay (artist and KBB editor). Presentation of the artist's book *Riots on the Moon / Disturbios en la luna* by visual artist Carlos Amorales in collaboration with writer Pablo Soler Frost, both Mexicans. The work is a conceptual play-based exercise through artificial intelligence programs both to generate texts as images, as well as a theatrical script about the social unrest that caused a fictional economic crisis similar to that of 2008 in today's world, where the gap between rich and poor has radically increased.

6:30–7:30 PM Book presentation: *Aterbil Ogolatac* by Pedro Friedeberg

Erik Castillo (Independent art critic and curator), Pedro Friedeberg (artist), and Alejandro Sordo (Curator and Manager of Pedro Friedeberg). Moderator: Diego García Chavolla (Artistic Director and Partner of CAM gallery). A talk between art professionals who will discuss the creation of *Aterbil Ogolatac*, an artist's book that gathers ten years of creative work by Pedro Friedeberg. The title plays with the word "libreta" which is "notebook", written backwards in Spanish, and reflects on a process of continuous practice where the artist incorporates drawings and thoughts on a weekly basis. This labyrinthine catalog brings together the author's diverse interests, inspired by the medieval Book of Hours, travel logs and Lewis Carroll stories.

Saturday, February 8th

12 PM Ling Ling Emergent Art Prize

Pamela Ortiz (Marketing Director at Ling Ling) | Ling Ling joins Z[®]ONAMACO in promoting emerging talent through the creation and exhibition of a special artwork, selected to be displayed in Ling Ling's lobby. This collaboration fuses cutting-edge gastronomy with the most current artistic expressions.

1–2 PM Z[®]ONAMACO DISEÑO EMERGENTE presents: *Between Design Lines*

Pedro Arturo Ruiz (Creative Director and Partner of ÁLBUM, and Brand and Communication Creative Director at Candor), Montserrat Piña (Industrial designer), and

Federico Stefanovich (Industrial designer). Moderator: Jorge Diego Etienne (Co-Curator of ZONAMACO DISEÑO EMERGENTE). The talk will present diverse perspectives on the direction design is taking in Mexico and Latin America. Relevant topics such as the processes and results that are at the forefront and how they influence their current practices will be discussed.

2:30–3:30 PM ZONAMACO ARTE MODERNO presents: *Futures of the Past*

Valentina García Burgos (Director of Museo Casa Estudio Diego Rivera y Frida Kahlo), Jennifer Josten (Associated Professor at the Department of History of Art and Architecture, University of Pittsburgh), and David Miranda (Curator at Museo Experimental El Eco). Moderator: Esteban King (Curator of ZONAMACO ARTE MODERNO). The conversation involves three museum professionals from Mexico and the United States to discuss the possible futures of modern artworks and collections in Latin America. What messages do the works of the last century send us regarding our future? What are the challenges faced by museums in relation to the safeguarding and interpretation of the pieces? How can we imagine possible futures for a modernity that is increasingly receding on the horizon of time, but that nevertheless continues to challenge us?

4–5 PM ZONAMACO FOTO presents: *On Traffics, Affections and Collectivity. About What the Image Manages in our Days*

Tonatiuh López (Content Coordinator at Patronato de Arte Contemporáneo, PAC), Alejandra Pérez Zamudio (Director of Luna Córnea, Centro de la Imagen), and Patricia Lagarde (photographer). Moderator: Luis Graham Castillo (Curator of ZONAMACO FOTO). The conversation focuses on the production of photographic images and what they manage in contemporaneity: for the public, for those who create them, for the global archives and collective thought. The talk converges visions from the artistic, the curatorial and the institutional to articulate current assessments of the photographic, the narratives in which it is inserted and its circulation.

5:15–6:15 PM *Magali Lara: Stealing What Belongs to Me / Robar lo que me pertenece* Gabriela Rangel (Independent curator and writer, Artistic Director of RGR gallery), Magali Lara (artist), María Minera (art critic, independent researcher and cultural activist), and Virginia Roy (Curator at Museo Universitario Arte Contemporáneo, MUAC). A conversation about the exhibition “Magali Lara: Stealing What Belongs to Me” at RGR gallery curated by Gabriela Rangel, which proposes the cessation of patriarchal prejudices that usually regulate and limit female desire, and instead, establish a horizontal and playful relationship between the artist and the spectators.

6:30–7:30 PM Book presentation: *Return Journeys, about the work of artist Alejandro Campins*

Kōan Jeff Baysa, MD (Founder of the Honolulu Biennial, and Creative Director of iBiennale), Alejandro Campins (visual artist), and Laura Salas Redondo (Art historian, curator and the book's co-editor). Moderator: Niurma Pérez Zerpas (Director of the Galleria Continua Cuban venue and co-editor of the book). The book *Return Journeys / Viajes de retorno*, published by Hatje Cantz Publishing House, reviews the most important work series by Cuban artist Alejandro Campins. His paintings are the sedimentation of knowledge and journeys, imagined or real. Campins selects geographies, architectures and landscapes that were once scenes of splendor, prosperity, culture, wars or ideologies, but today remain as abandoned spaces, vandalized by hatred and forgotten by history. His paintings speak of impermanence, that state of a philosophical nature that demonstrates the relativity of values and the fragility of reality.

Sunday, February 9th

12–1 PM PUG SEAL presents: *The Environment is Art*

Bibiana Davó (Landscape designer and CEO Devas) and José Manuel Quintana (CEO Pug Seal), in conversation with Aldo Sazen (Art historian and Passus Atelier Interior Designer).

The conversation will address the relevance of creating projects merging art and architecture, landscaping and interior design, to create spaces that generate feelings.

1:15 PM *Erarta Foundation ZONAMACO Art Prize*

This award emerges as an outstanding philanthropic recognition, conceived in alliance with the Erarta Foundation, by presenting, for the second time, an unprecedented amount of USD \$100,000 –the highest prize awarded at an art fair. This large sum will be divided equally between the artist and the gallery, showing the unique and equitable structure of the prize. Furthermore, another distinctive feature of the award is its selection process, since the winning work is chosen by ZONAMACO attendees, reflecting the interactive and inclusive nature of the award.

2:30–3:30 PM ZONAMACO SALÓN DEL ANTICUARIO presents: ZONAMACO SALÓN DEL ANTICUARIO, 10 Years

Andrés Blaisten (Mexican Modern Art Collector), Gabriela Lobo (Director of Christie's Mexico), Rodrigo Rivero Lake (Antiquarian), and Rafael Tovar López-Portillo (Chancellor of Universidad del Claustro de Sor Juana). Moderator: Alfonso Miranda (Curator of ZONAMACO SALÓN DEL ANTICUARIO). In an art observatory, the so-called “antiques” have found a voice in their own right, where the symbolic value leads us to understand our cultural heritage.

The object-salon has a solid presence in the hyper-contemporary world and in harmony by contrast, its dialogue with the current manifestations finds new knowledge that reinforce beauty's value. SALÓN DEL ANTICUARIO turns ten years old and from ZONAMACO we weave a conversation between collectors and cultural managers within the art market, to engage in a review of the object in

its historical and museal dimensions, as well as its controversies of materials and meanings in political corrections times. All these works challenge the frontier between history, art, design and functionality.

4–5 PM Book presentation: *Inés Amor and Galería de Arte Mexicano*

Minerva Anguiano (Art historian and essayist), Gina Jaramillo (Cultural journalist and Art historian), and Juan Pérez Figueroa (Subdirector of Galería de Arte Mexicano, GAM). Moderator: Eréndira Derbez (Writer and Art historian). After years of research in the gallery's archive (among others), the book *Inés Amor y los primeros años de la Galería de Arte Mexicano* focuses on the founding of the GAM during Cardenismo and the repercussions on the art system in Mexico. In 2025, Galería de Arte Mexicano celebrates 90 uninterrupted years of work.