

MEXICO CITY | The Contemporary at Blue Star



Mexico City Art Fairs

Wednesday, February 7 - Sunday, February 11, 2024

the EXPERIENCE

Our customized and unique experiences allow guests to experience culture, art, and food through specialized itinerary planning during Mexico's most exciting week of art!

the APPROACH

We use an educational lens to create a one-of-a-kind program for your interests and goals. Pulling from our extensive knowledge, professional relationships and city-savvy, we strive to:

- Create space for important conversations and meetings with key personalities in the local art world.
- Navigate the city and handle the details to allow for guests to enjoy stimulating conversations, and absorb the magic of the city.
- Make authentic connections, provide on-the-ground learning opportunities, creative exchanges, and ethical services
- Have a blast through shared experiences!

MEXICO CITY EXPERIENCE

The HOTEL*

CONDESA *df*

Tucked between historic facades on a tree-lined road in Mexico City's stylish Condesa neighborhood, the hotel fuses the spirit of its bohemian surroundings with a playfully simple design aesthetic. Housed in a 1928 building, Condesa DF is filled from head to toe with custom furniture designed by Parisian designer India Mahdavi. The feel is modern yet warm, hip but not haughty.



The 40 rooms and suites were inspired by the tranquility of monastic bedrooms with amenities. The result features calming, airy spaces with an overarching floral theme—visible on everything from cushion covers to chopstick wrappers, and serves to enhance the relaxed, warm-weather vibe. Often compared to New York's SoHo, Condesa is seen as one of Mexico City's trendier areas. Characterized by timeworn colonial architecture, cool drinking spots, and green parks.



ARCHITECTURE: Javier Sánchez

INTERIORS: India Mahdavi

ART: Betsabé Romero

GRAPHIC DESIGN: Ich&Kar



*Hotel room upgrade available upon request and based on availability. Additional fees apply

Mexico City Art Fairs 2024 | Sample Schedule*

*Sample schedule

Day 1, Wednesday | Arrivals, Zona MACO Fair, Welcome dinner

Airport greeting, quick hotel check in followed by the Zona MACO Art Fair. This day will end with a group welcome dinner.

**Airport pick up included with Private Transportation*



Day 2, Thursday | Material Art Fair VIP Opening

Visit to the VIP Opening of the Material Art Fair with a private cocktail for the Contemporary at Blue Star, followed by visits to artists studios and project spaces.

**Lunch, dinner, and private transportation included*



Day 3, Friday | Galleries, Project Spaces, Artists Visits and the collection of Greta de Leon

A day of visits to spaces ranging from the most established and prolific to up and coming projects and experimental spaces with visits to artists studios like Pedro Reyes, Ana Segovia, Fabiola Menchelli, and a visit to the pop-up store of prolific designer Carla Fernandez, among others. Our day ends with a visit to the collection of curator Greta de Leon

**Lunch, dinner, and private transportation included*



Day 4, Saturday | Visit to Salon ACME Art Fair and a neighborhood tour with artist and writer Bryan Rundfuss

Visit and introduction to the Salon Acme Art Fair, an afternoon activity with artist and writer Bryan Rindfuss. This evening will end with a group farewell dinner.

**Lunch, dinner and private transportation included*

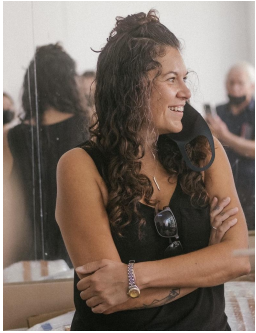
Day 5, Sunday | Airport Departures

Breakfast and coordinated group drop off

**This is a sample overview of a weekend programmed around contemporary art fairs in CDMX. Final itinerary will shape up depending on availability, schedules, and Mexico*

about AtravesARTE:

We are committed to supporting the thriving contemporary art scene in Mexico City in a real and direct way by cultivating relationships, creating moments of intersection for conversation, and cross-pollinating disciplines and interests. We foster creativity and illuminate stories to build authentic connections.



LESLIE MOODY CASTRO | Founder and Program Director, AtravesArte

Is an independent curator and writer whose practice is based on itinerancy and collaboration. She has produced, organized, and collaborated on projects in both Mexico and the United States for more than a decade, and her repertoire of critical writing also reflects her commitment to place. She is committed to creating moments of artistic exchange and dialog, and as such is co-founder of Unlisted Projects; serves as Director of Co-Lab Projects; was selected Curator and Artistic Director of the sixth edition of the Texas Biennial and was recently the first invited curator in residence at the Galveston Artist Residency. Moody Castro earned a Master's degree at the University of Texas at Austin, in Museum Education with a portfolio supplement in Museum Studies in 2010, and a Bachelor's degree in Art History and English Literature from DePaul University in 2004. Her projects have been awarded two grants from the National Endowment of the Arts (2016, 2017). In addition to her firm belief that the visual arts creates moments of empathy and shared learning, Moody Castro also believes that Mariachis make everything better.



PATY SILLER | Logistics Extraordinaire, AtravesArte

She is a curator and arts professional with years of experience within the contemporary art world, specializing in artistic project management and production, including curating and event organization. Paty is interested in the commonalities between curatorship and artistic production and the way in which the existing limits between the two disciplines have faded. Currently, her research focuses on digital practices and emerging artists from Latin America.

Siller was the Production Director for Material Art Fair and she co-founded Janet 40, a curatorial collective based in Mexico City. She has also worked at OMR Gallery, Marso Foundation and Casa Maaud. She has been a resident at the Museum of Human Achievement (Austin), NoAutomático (Monterrey) and MÁS ALLÁ (Bogotá) and curated multiple exhibitions in galleries and independent spaces throughout Mexico City (Pequod Co., Arróniz, NIXXON, Daniela Elbahara, El Arenero, Compás88, Casa Equis) and museums (Centro Cultural Plaza Fátima, Museo de la Ciudad de Querétaro, Museo de las Culturas del Mundo) around Mexico. She is currently a professor at CENTRO University and exhibition manager for Casa Lü, both in Mexico City.



MICHAEL SNYDER | Writer, Journalist, AtravesArte Eating Expert

Is a freelance journalist based in Mexico City, specializing in food, architecture, travel and culture. He is a regular contributor to T Magazine and has written for a range of publications including the New York Times, the LA Times, The Believer, The Nation, Scientific American, The Caravan, Lucky Peach, Travel + Leisure, Saveur, Food & Wine, Punch, Eater and Roads & Kingdoms, among others. Prior to moving to Mexico, Michael lived for five years in Mumbai, India, where he contributed both to foreign publications and regional magazines including Architectural Digest and Indian Quarterly – he served as Contributing Editor for both – GQ India, The Caravan, Open and the Times of India. Michael graduated

Phi Beta Kappa and Magna Cum Laude from Columbia University in 2010 with a degree in English Literature and Comparative Religion.



JULIA CLARK | AtravesArte Money Management

Is a Cultural Producer and Development Consultant, experienced in fundraising and executing events on a national and international scale. Her focus is on identifying creative and meaningful ways to engage community partners, audiences, and supporters with organizations and their missions. Previously, she was the Associate Director, Special Events at Cooper Hewitt, Smithsonian Design Museum and the Associate Manager of Global Partners and Events at the Guggenheim Museum. She is also a co-founder of Forward Union, a coalition-building initiative connecting social justice organizations with artists and creative communities.

ABOUT THE FAIRS:



ZONA MACO is México's biggest and oldest fair, as well as arguably the most important art fair in Latin America.

They are preparing a major celebration for its 20th edition. In addition to presenting an extensive program of parallel activities and its renowned program of conversations with international panelists, ZONA MACO will host a special edition that will bring together exhibitors, gallerists, curators, artists and art professionals from different parts of

the world in its four fairs: ZONA MACO MÉXICO ARTE CONTEMPORÁNEO, ZONA MACO DISEÑO, ZONA MACO SALÓN DEL ANTICUARIO and ZONA MACO FOTO.



MATERIAL ART FAIR

Latin America's most beloved contemporary art fair is also celebrating! For their 10th year anniversary, they are returning to Expo Reforma in Mexico City's vibrant Juarez neighborhood. The fair will feature two floors of galleries presenting exceptional artists from Mexico and all over the

world, as well as an exciting program of talks, screenings, performances, and other activities.



SALON ACME

Salon ACME is an art platform created by and for artists, which seeks to give visibility, impulse and dissemination to creators that develop their work both in Mexico and abroad.

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