



## **Z<sup>®</sup>ONAMACO, LATIN AMERICA'S LEADING ART FAIR PLATFORM, LAUNCHES THE THIRD EDITION OF Z<sup>®</sup>ONAMACO FOTO**

September 20th-24th  
Centro Citibanamex, Hall A, Mexico City

With Z<sup>®</sup>ONAMACO's experience and background as Latin America's leading art fair platform, the third edition of **Z<sup>®</sup>ONAMACO FOTO** will be held from September 20th through September 24th in Mexico City, simultaneously with Z<sup>®</sup>ONAMACO Salón del Anticuario, shaping the biggest meeting point for the most important international photography and antique collectors, in an unprecedented way for the region.

Z<sup>®</sup>ONAMACO has successfully settled Mexico as a collecting epicenter for the last 15 years. The Z<sup>®</sup>ONAMACO fairs are considered a benchmark within the art, design and antiques ecosystems in Latin America, and have had an annual growth along with solid reliance from key actors in the global scene.

**Z<sup>®</sup>ONAMACO FOTO** will feature vintage, modern and contemporary photography, establishing Mexico as the center of the photography world for the third time, while securing the links among galleries, institutions, collectors and specialized editors.

Established in 2015, **Z<sup>®</sup>ONAMACO FOTO** was held simultaneously to Z<sup>®</sup>ONAMACO Salón del Anticuario for the first time to more than 7,500 attendees. In 2016, visitors doubled to 15,000.

Raffaella de Chirico Contemporanea (Turin), Aina Nowack / ACC Galería (Madrid), Art Lexing (Miami), MAMA (Los Angeles), Salamantina Gallery (Atlanta / New York), Grafika La Estampa / Jean Mathieu Martini (Mexico City / Paris), Galería Freijo (Madrid), La Caja Negra (Madrid), Espai Tactel (Valencia), CEDE Galería (Lima) and RGR+Art (Caracas) are some of the galleries that have participated in Z<sup>®</sup>ONAMACO FOTO, as well as leading galleries in Mexico like Patricia Conde and Galería OMR, among others.

Important institutions are present in each edition of the fair, like Museo Archivo de la Fotografía (MAF), that displayed part of its vast historical archive in 2016. Additionally, art and design publications are sold by international publishers and publications like EXIT, ARTFORUM, ArtNEXUS, among many others, addressed to academics, collectors and art enthusiasts.

"Since 2002, Z<sup>®</sup>ONAMACO has been a key platform in the strengthening process of the art market in Mexico. On the third edition of **Z<sup>®</sup>ONAMACO FOTO** we will feature a selection with a broad landscape of styles, techniques and periods in photography, as well as a consolidation of

institutional involvement. Further, we count on a greater interest from young and consolidated collectors that see in the fair the perfect space to acquire photography, in an event that abides by the quality standards that have always been a trademark for us”, notes Zélika García, Founder and Director of Z<sup>®</sup>ONAMACO.

**Z<sup>®</sup>ONAMACO FOTO** and Z<sup>®</sup>ONAMACO Salón del Anticuario are held in Mexico City, in a key moment for the domestic art market, which has developed a collecting culture in a steady way for the last two decades, making a clear mark on Z<sup>®</sup>ONAMACO as the driving force for the emergence of exhibition spaces with an impact that surpasses the geographic limits of the country.

As in every edition, the Z<sup>®</sup>ONAMACO office is working in strengthening the collaboration bridges between exhibitors, collectors, specialists, critics and general audience with a conference program in partnership with local institutions, as well as a highly structured VIP program set to prompt the constant attendance of collectors throughout the five days of the fair.

Participation in the fair is by open application and further acceptance by the selection committee integrated by Patricia Conde (Director of Patricia Conde Galería, Mexico City), Ana Elena Mallet (Independent curator, Mexico City) and Mauricio Maillé (Visual Arts Director of Fundación Televisa, Mexico City).

Z<sup>®</sup>ONAMACO is the exclusive opportunity to display and acquire antiques and photography through the most prestigious and international-projected art platform in Mexico.

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## **ABOUT Z<sup>®</sup>ONAMACO**

Established in 2002 by Zélika García, Z<sup>®</sup>ONAMACO is currently a world leading art fair platform, with four events that take place annually in the months of February and September at Centro Citibanamex, in Mexico City.

Each year, Z<sup>®</sup>ONAMACO México Arte Contemporáneo gathers a prominent selection of leading and upcoming international galleries. Further to that, Zélika García established Z<sup>®</sup>ONAMACO Diseño in 2011, Z<sup>®</sup>ONAMACO Salón del Anticuario in 2014 and Z<sup>®</sup>ONAMACO FOTO in 2015, with the aim of promoting and boosting the design, antiques and photography sectors in Mexico.