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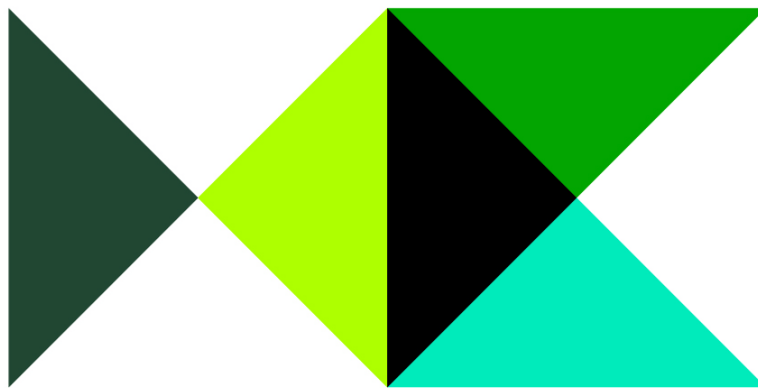


PRESENTS:

**PRE-PRESS RELEASE**

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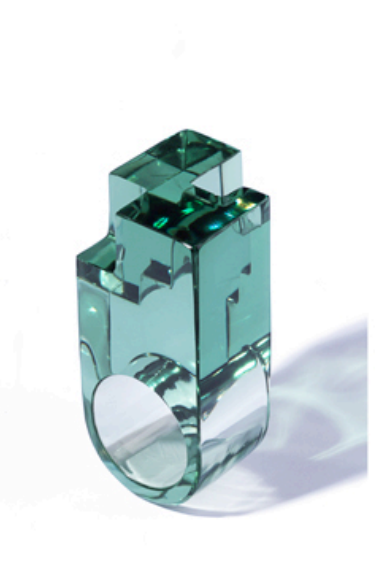
# MEXICO DESIGN TIME

*THIS IS THE FIRST MAJOR SHOW ABOUT MEXICAN DESIGN IN LONDON.*

## INTRO SHORT:

A pioneering exhibition, showroom & platform delivering hand-picked, first-class MEXICAN DESIGN CULTURE to London.

The exhibition will uncover the diverse talent in the creative design culture present in Mexico via the work of around 30 designers, craftsmen and students, more than 100 objects and 200 recent Mexican book publications in architecture, design, craft and art.



## MORE:

In this yet biggest and most far-reaching assembly of Mexican product design and design-art to be presented in London, visitors will have the opportunity to experience highly original, sensitive, qualitative, precious, luxurious as well as utterly humble Mexican design with a social impact.

The exhibition will uncover diverse talent and protagonists in the creative design culture existing in Mexico. Through the work of around 30 staggering, established and emerging designers, craftsmen & brands of Mexico's design scene, we will observe the richness and opportunities this country purveys. The vast array of traditions, materials, skills, workshops and artisans in place offers creatives an exciting terrain of possibilities to work and live in.

A media section will reveal eclectic insights into editorial design, via 200 recent book publications, local design magazines, video and imagery.

Mexican designers are proud about their history, tradition, heritage and craft culture. As such many projects are based on deep artisan-designer collaborations and spur social change and betterment. These collaborations are crucial to preserve valuable and often rare artisan skills and workshops to avoid their extinction. The creative culture in Mexico is a catalyst for social integration and sustainable design thinking and propels designers to supreme outcomes.

The exhibition wants to shed light on this part of the world and its talent that have not received sufficient exposure in the UK and Europe.

## SOME HIGHLIGHTS & more details of contents:

### **OBSIDIAN project:**

**By Anáhuac university and artisans from Hidalgo state**

Anáhuac University (México City) under the curatorship of Ricardo Salas and Adrian Rosado, has teamed up with artisans of the state of Hidalgo to create a series of functional objects in black, gold sheen Obsidian (volcanic stone / volcanic glass). The project's aim is to spur collaborations between designers and artisan communities to give this magic material more varied usages.

(more detailed information see below)



### **PUBLICATION & EDITORIAL DESIGN in MEXICO 2000-2018** presented by Centro university

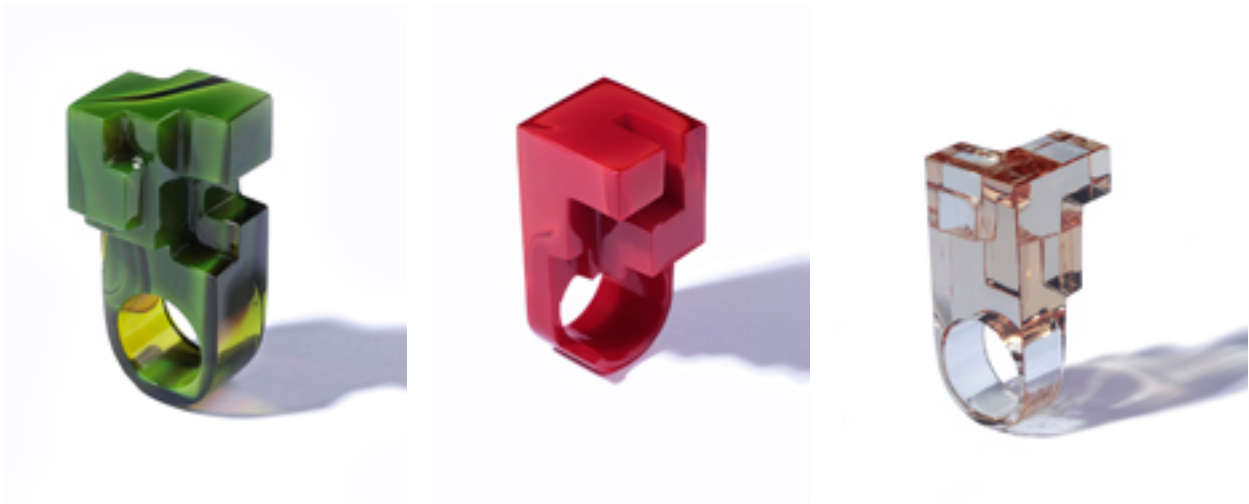


This exhibition, shown in Mexico City in 2017 and curated by Uzyel Karp and Ricardo Lozano reflects on the relational dynamics generated by the craft of making books. It visualises the rhythms articulated by the designer around contents, formats, and materials. It presents a great diversity of ways to approach, settle, and bring to life a printed book. The content of the exhibition started from an invitation made to designers and publishers valuing design, to select their most representative and relevant body of work. This set of books tells the editorial history of the beginning of the XXI Century in México. The thorough participation, and therefore the richness of the books' catalogue, is not trivial. It denotes the collective desires of a guild to integrate a show that accounts for our way to do what we do, and how from different generations, we have transformed ourselves together through this editorial course. We display here a selection of 200 books from the original exhibition that was composed of 600 books

*These exhibitions in Mexico and London have been made possible thanks to CENTRO.  
Thank you also to publishers Arquine and Travesías Media.*

## **SCULPTURAL JEWELLERY by JORGE YÁTZPIK**

A set of rings, conveyed as sculptural jewellery, in glass, silver, steel and jade. Jorge Yátzpik is a renowned mexican artist working in large and small scale sculpture using various precios and semi-precious stones, such as Jade, Obsidian, Onyx, marble, just to name a few. He incorporates a strong architectural design language within his oeuvre. The glass pieces are crafted in direct carving with an artisan and glass by Nouvel studio.



## **JULIO MARTINEZ**

Julio Martínez is a stone sculptor working precious and semiprecious stones. His oeuvre entails not only sculpture, but also furniture in special wood and stone combinations, jewellery and tableware and cooking devices in basaltic Stone.



## **JEWELLERY – Brooches: ‘Mirrors’ by Martacarmela Sotelo, 2018**

Set of 5 brooches: blackened silver and a piece of a discarded phone-screen

People used to think that they could find answers of the past and future peeking through the mirrors. We spend most of our day staring at the phone screen. Our phones have become precious. The artist is conveying this message in using discarded phone-screens encapsulated gem-like in a silver jewellery piece.



## GLASS JEWELLERY by LUISA RESTREPPA

Luisa Restrepo is a glass artist and designer born in Colombia now working in México. After concluding her studies in Medellín and later in Wolverhampton, England; in 2005 she founded her studio, “El taller” in México City. Her work examines rhythm, pattern, proportion and excess.



## TRIBUTO

Founded by Laura and Gabriela Noriega in Jalisco, Mexico in 2013, **tributo** is a multidisciplinary design company merging the work of contemporary designers and traditional producers through the appreciation of cultural heritage and local artisanship.



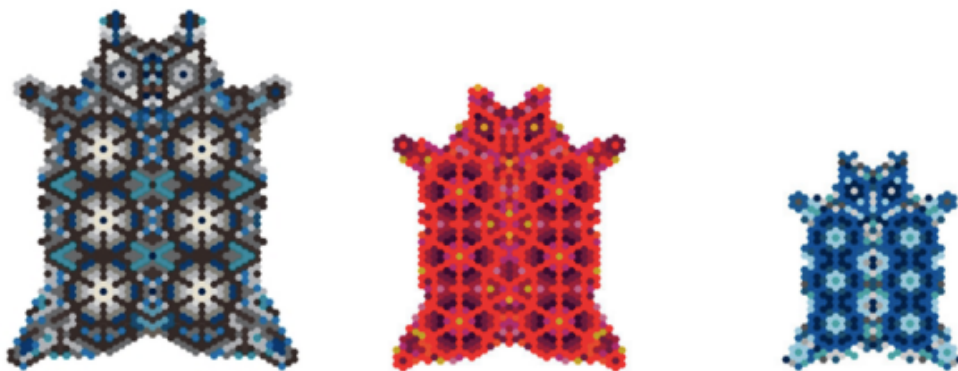
## CARMEN CORDERA / GALERIA MEXICANA DE DISEÑO

TECNOLITICO vases, designed by José Manuel López Berroeta and Benjamín Espinoza Díaz, following the creative direction of Carmen Cordera in collaboration with C37 Material Development. 'Magma' is a new material, with a semi-liquid formula that improves the emblematic BASALT Stone in appearance, color and texture. It is 23% lighter than the original stone.



## HUICHOL TAPESTRY

Handcrafted felt tapestry by designer Elissa Medina. The pieces are bespoke and stitched together by hand, pixel like through hundreds of small felt hexagons. The shape and design refers to the famous Mexican Huichol artworks.



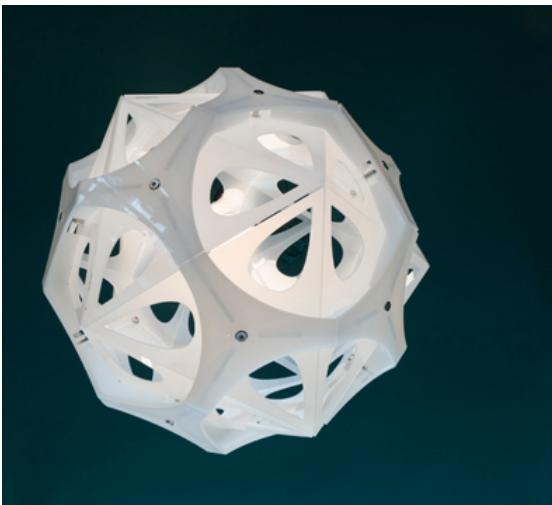
## MARGARITA CANTU

Margarita Cantu is a textile designer living and working in San Cristóbal, Chiapas. She frequently uses recycled materials and trash to create her pieces. All works are realised with local workshops and artisans.



## PEDRO CERISOLA

In his prolific work Pedro Cerisola combines advanced technology with highly skilled craftsmanship. His objects are created researching the beauty of geometric constructive principles found in nature and how these systems can be applied to the design and fabrication of modular structures.





**AND MORE: [PLEASE REQUEST SEPARATE INFORMATION]**

Moises Hernández  
Feltum  
Gala Fernandez Montero  
Thierry Jeannot  
Uzyel Karp  
Silvino Lópeztovar  
Ariel Rojo  
Adrián Rosado  
Ricardo Salas

**MORE DETAILS ON OBSIDIAN PROJECT:**



***Innovating tradition through Obsidian***

On show will be around 35 functional objects in Black Gold Sheen Obsidian by students, graduates and designers from Anáhuac university (Mexico City) and crafted by skilled artisans from the state of Hidalgo.

The cultural diversity present in the Mexican state of Hidalgo is manifested tangibly through its handicraft production and unique designs. Craftsmanship and design are living examples of people with values and skills capable of combining a wide variety of expressions and feelings from their place of origin through their craft.

“The Tradition of Innovating through Popular Art” is a program of the School of Design and the government of Hidalgo, in which students propose design concepts to revitalise the crafts and develop new products that generate a creative wealth that benefits the artisanal communities

of that state.

The proposals that constitute this first stage of the program and make up the collection are projects of students, graduates and teachers made in golden obsidian, originally from the municipality of Epazoyucan, and made by hands of artisans from Pañhé, Tecozautla. During the design process, the students of the first group worked six months under the guidance of the Mexican designer Silvino Lópeztovar, and the second group worked under the direction of the UK curator Marion Friedmann. The process ranged from gathering knowledge about materials and the craft production, visits for students and teachers to the workshops of the artisans, the conceptualisation of new ideas, development of those and the formal production in the craft workshops over the course of six months.

The Obsidian is a volcanic glass stone with a hardness of 5 to 5,5. It has been used in ancient Mexico to make knives and mirrors. It has the following properties: Obsidian bears powerful properties for strength, health and wellbeing.

*This exhibition for the show in London has been made possible thanks to Anáhuac university.*

## **SOCIAL & ENVIRONMENTAL DESIGN PROJECTS by CENTRO university**

The items presented in this section share a common area of Design related to Social Responsibility. Thought-provoking projects that expand our abilities, that embolden and build community, and others that make the most of our limited resources.

### **1) Palma Soul | Design focused on enhancing handmade items Berke Goldberg Kleiman**

Industrial design has mainly focused on the mass production of consumer objects. A process that frequently overlooks the essence of the people that take part in it. *Palma Soul* approaches design alternatives to industrial manufacture by exploring means of handicraft production deep-rooted in Mexican culture.

These objects made of palm, account for the diversity of paths that can be taken to conceptualize, manufacture and commercialize items designed on a small scale. These products speak not only of a process but also of the people's creative soul.

Products: bags, clutch, taco-bags



## 2) Guardians of the Oceans | Design that reinserts plastic bags after being deemed useless Project by several design students

The colossal amount of plastic bags has disrupted the balance in almost every natural environment, particularly in the oceans. In light of this, *Guardians of the Oceans* envisions the reduction of this negative impact, through up-cycling and by fostering responsible consumption.

This project reinserts polyethylene into goods using a low-scale recycling technique that has been explored by MALIARTS, a design studio in Mexico City, over the past few years. A simple ironing process multiplies the lifespan and profitability of the material, providing an array of design possibilities to explore at the same time.

Products: Bags, back-packs and a raincoat.



### 3) Guma | Design to transform tyre waste into valuable objects Alejandro Curi Chávez

Somebody's waste could be the raw material for others; *Guma* puts this statement into action. The project employs the desertion of something as common as tires, in order to generate new objects that stand out for their design, strength, durability, and cost. Therefore, *Guma* reduces the environmental impact of waste, whilst presenting new approaches to post-consumer design.

Products: shoes, stool, rubber sheets / mats



#### TALKS & EVENTS:

21.9. 6.30pm:

#### **The Agave, Tequila and Mezcal**

A Tequila and Mezcal degustation and a talk about the cultivation of the Agave plant, and the craft of Tequila and Mezcal distillation. Talk held by Eduardo Gomez, founder and the heart and the mind behind the 'House of Mexico' and 'Tequila & Mezcal Fest' in London.

[[MORE of talks program to follow soon. Please refer to the LDF online guide for further announcements](#)]

**VENUE: 192 Piccadilly, St James's, W1J 9EU**

**DATES & TIMES: 14-23 September**

**Mo-Fri 11am-7pm; Sat: 11am – 8pm**

**Press Preview: 14th September**

**Regent Street & St James's Design District PV day and Evening: 19th September:  
11am – 9pm**



**MEXICO DESIGN TIME LOCATION WILL BE WITHIN THE new  
REGENT STREET & ST JAMES'S DESIGN DISTRICT**

**FOR MORE INFORMATION, DETAILS AND IMAGES PLEASE GET IN  
CONTACT**



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## **CREDITS & THANK YOU:**

Thank you to Centro and Anáhuac for supporting the exhibition and for being part!

Logo & CI development courtesy of Centro university. Design by María Vargas, student visual communications, under the direction of Uzyel Karp

Publishing design in México brought to London courtesy of Centro.

Obsidian Project brought to London courtesy of Anáhuac university.

Thank you to Arquine (biggest architecture publisher in Latin America) who has brought in a substantial selection of architectural titles.

Thank you to Travesias Media for their donation of book titles referring to México and México City.

A big thank you to our patrons, partners and sponsors, Carmen Cordera of Galería Mexicana de Diseño and Central Hotel Boutique in Chihuahua!

**centro.**

**DISEÑO**  
ANÁHUAC ES



**Galería**  
Mexicana  
de Diseño



**CENTRAL**  
HOTEL BOUTIQUE

## CENTRO

CENTRO university is an institution for higher education specialised in design, architecture, film, media and communication. As the name implies, CENTRO channels science, technology and business across all aspects of creativity.

Apart from being an institution that trains future creative leaders, CENTRO serves as a platform to carry out research and to undertake and discuss ideas about creativity. It promotes design by organising exhibitions, conferences, workshops and collaborative projects developed with the private sector as well as cultural institutions. CENTRO has a particular emphasis on an international outreach and perspective.

[www3.centro.edu.mx](http://www3.centro.edu.mx)

## ANÁHUAC

Anahuac university and its School of Design is an academic community nationally and internationally recognised. The institution generates, forms and spreads the tendencies in design culture via a pedagogic method that looks at research, the business world, technological developments, cultural institutions and educational trends in Mexico with a personalised educational approach. Design is practiced like an interface that humanizes technology and a social factor that connects the rich local traditions in Mexico with the dimensions of a globalised world.

[www.pegaso.anahuac.mx/disenos/](http://www.pegaso.anahuac.mx/disenos/)

## CARMEN CORDERA / GALERÍA MEXICANA DE DISEÑO

La Galería Mexicana de Diseño (GMD) is a platform that aims to encourage and promote design in and from México. Founded in 1991 by Carmen Cordera, the GMD has been a pioneer in Mexico to show Mexican design, but also international brands within Mexico. GMD has been innovative in selecting original and high quality products and offering those to the public via its store over the past 27 years.

[www.galeriamexicana.mx](http://www.galeriamexicana.mx)

## ARQUINE

Arquine, founded in 1997, is a project dedicated to the dissemination of architectural culture, a publishing house and a platform for generating content through its books and magazines, social networks, radio, competitions, conferences and festivals.

Arquine published its first book in 2000 and today has more than 160 titles in its portfolio.  
[www.arquine.com](http://www.arquine.com)

## TRAVESÍAS MEDIA

Travesías Media is a boutique media company, experts in content creation and editorial design with more than 17 years' experience producing books, magazines, digital content, video and experiences. Travesías Media has three platforms of its own: Travesías, Gatopardo and Local. Club Travesías is a travel club that offers exclusive experiences to its members. e\_spacio Travesías is a book and design store, located in their offices in Mexico City.  
[www.travesiasmedia.com](http://www.travesiasmedia.com)

## CENTRAL HOTEL BOUTIQUE

[TEXT STILL MISSING ]

## THANKS to our PR and Media SUPPORTERS:



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