

ARTSY

The 10 Best Booths at Z^SONAMACO

ARTSY EDITORIAL

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The 14th edition of Z^SONAMACO is well underway. While it's seen steady momentum over recent years, this year's quality of presentations and notable newcomers suggest that the art world is even further engaged in the Mexico City fair. As some 120 galleries spread across a single floor of the city's Centro Citibanamex, Sean Kelly and Lévy Gorvy set up booths here for the first time, and across the fair, presentations were filled with fresh and often timely, political work—in some cases in celebration of artists who've made activism their practice for decades. Issues that surfaced included immigration, violence, Trump, gender equality, and political history. As we've seen in recent years, local Mexico City galleries have put forth some of the fair's strongest curated presentations. Below, we bring you the fair's 10 strongest booths, presented by galleries from Mexico City to Stockholm.

Henrique Faria Fine Art

Z^SONAMACO SUR, BOOTH ZMS20

A solo booth by fictional artist Humberto Márquez—a creation of young Mexican artists Emilio Chapela and Plinio Ávila—takes a fantastic deep dive into the last half-century of art in Mexico. The two artists fabricated the life and work of the so-called Márquez as a vehicle through which to better understand the market, cultural policies, and socio-political environment from the 1950s to '70s. "You can see connections between the artist, what was happening in Mexico, and what was happening in the world. It's kind of a revision, in a way. And it's all fake," says gallery director Eugenia Sucre.



As the story goes, Márquez was meant to be Mexican muralist David Alfaro Siqueiros's assistant, but instead chose to make his own conceptual art, which is on display at the fair—editions on the range of \$1,000–5,000 and sculptural works between \$5,000–10,000. In one series, Márquez reimagines a well-known Mexican export campaign by swapping positive iconography on stamps (meat, books, machinery) with images that suggest the country's negative output (marijuana, cocaine, organs, illegal immigrants).