FEMSA Collection and Oaxaca County promote culture with the exhibit “Challenges and Demands, Contemporary Art in FEMSA Collection”

- The artwork will be set in four core themes: original forms, usage and concepts, return to landscape, and seriality and objectivity.
- FEMSA Collection was established in 1997 and currently gathers 1200+ works of authors from 20 Latin American countries.

Oaxaca de Juarez, Mexico, May 7, 2015. - From May 22 until July 19, Museo de Pintores Oaxaqueños will hold the exhibit of 64 paintings of outstanding creators from 15 countries.

Looking to promote education through the promotion of culture and art appreciation, the County of Oaxaca de Juarez and FEMSA Collection will open the exhibition “Challenges and demands. Contemporary Art in FEMSA Collection.”

In a press conference, the first councilman of Oaxaca de Juarez County, Mr. Javier Villacaña Jiménez; the manager of FEMSA’s Cultural Program, Ms. Rosa María Rodríguez; and the director of MUPO, Mr. Luis Hampshire, explained the details of this exhibit that results from adding the efforts of Oaxaca County and the private sector to foster the cultural development of the citizens.

“Challenges and Demands. Contemporary Art in FEMSA Collection” takes place with the support of OXXO and Coca-Cola FEMSA and will remain open to the public from May 22 until July 19, 2015 at Museo de los Pintores Oaxaqueños (MUPO). It will give access to the public to 64 works from 49 artists in the disciplines of painting, photography, graphics, video, sculpture, and installation.

The works of art will be divided in four core themes: Original forms, usage and concepts, return to landscape, and seriality and objectivity.

Representatives from Argentina, Brazil, Chile, Colombia, Cuba, Guatemala, Mexico, Nicaragua, and Venezuela participate in the exhibit “Challenges and Demands. Contemporary Art in FEMSA Collection”, as well as artists from Belgium, the Netherlands, and Poland who reside in Mexico, the United States, and Sweden.

Contemporary artists such as Gabriel Orozco, Francis Alÿs, Lygia Clark, Betsabee Romero, Pedro Reyes, Allora y Calzadilla, Tomas Saraceno, and Luiz Zerbini, among others, participate in this art show, which results from the efforts of the capital city, FEMSA – a leading company that participates in the beverage industry worldwide – and OXXO looking to promote not only the local artistic expression but also the art of other countries.

The address of Museo de los Pintores Oaxaqueños is 607 Independencia Street cross García Vigil Street in the Historic District of Oaxaca de Juarez.
To download images of the exhibit, please visit: http://1drv.ms/1EgDbJ9

About FEMSA Collection

FEMSA Collection is regarded as one of the most important private collections in Latin America; it has over 1,200 works from diverse artistic expressions such as painting, sculpture, drawing, graphic, photography, and installation. It offers a tour of Latin America’s modern and contemporary art, with an emphasis on Mexican Art. FEMSA Collection was born in 1977 as part of the company’s commitment to the comprehensive development of its employees, their families, and the communities where they grow. The works in the Collection depict the evolution, plurality, and richness of Latin American Art throughout the twentieth century. FEMSA shares its Collection with the most diverse communities in Mexico and the world through an active program of itinerant exhibitions, thus fulfilling its goal of promoting interest in arts while supplementing its historical efforts to boost education in its different facets.

About FEMSA

FEMSA is a leading company that participates in the beverage industry with Coca-Cola FEMSA, the largest franchise bottler of Coca-Cola products in the world; and in the beer industry, through its ownership of the second largest equity stake in Heineken, one of the world’s leading brewers with operations in over 70 countries. FEMSA participates in the retail sector with FEMSA Comercio, which operates various small-format chain stores including OXXO, the largest and fastest growing in Latin America. These operations receive support from FEMSA’s Strategic Businesses Unit.

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