

## FEMSA Collection offers a series of interviews with artists available online

- *The series, titled Creators | FEMSA Collection can be watched freely at [www.youtube.com/coleccionfemsa](http://www.youtube.com/coleccionfemsa).*
- *It consists of short clips of interviews to artists of its collection, such as Betsabeé Romero, Graciela Iturbide and Vicente Rojo.*

**Monterrey, Nuevo Leon, Mexico. April 2nd, 2020.-** Starting April 3rd, Fems Collection will offer, through its Youtube channel, short clips of interviews of artists like Betsabeé Romero, Manuel Felguérez, Graciela Iturbide, Vicente Rojo, Mariana Dellekamp and Iván Abreu, among others, whose artwork is part of its collection. The public will be able to enjoy from home these videos that offer a glimpse to the creative process of each artist.

FEMSA Collection aims to document, promote and make encounters and learning possible with and through art. As part of its work it made this project reuniting in a single space a group of artists that express their perspectives, reflections on art and its social commitment, and their view of Latin America.

The series **Creators | FEMSA Collection** will allow the public to see the diversity of voices in the artistic production of the XX and XXI centuries, and shows some possibilities in languages, medium and themes in art.

“This will be a way of promoting the work of our creators, their practice and creative process, with the objective of sharing with the community a look on the interests, situations and affections that move people to create art.” said Rosa Maria Rodriguez, Manager of FEMSA Cultural Program.

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### **About FEMSA**

*FEMSA is a leading company that generates economic and social value through enterprises and institutions and aims to be the best employer and neighbor of the communities where it is present. It participates in retail trade through FEMSA Comercio, which englobes the Proximity Division, a chain of small stores of which OXXO is a part; a Health Division which includes pharmacies and related activities; and a Fuel Division that operates the OXXO GAS chain of service stations. In the beverage industry it operates Coca-Cola FEMSA, a public bottler of Coca-Cola products; and in the brewer sector it is a stockholder of Heineken, a Company present in more than 70 countries. Additionally, through Strategic Businesses FEMSA, it offers logistics services, refrigeration at selling points and plastic solutions to FEMSA companies and external clients. Through its Business Units it employs approximately 300 thousand collaborators in 13 countries. FEMSA is a member of the Dow Jones Sustainability MILA Pacific Alliance Index, the FTSE4Good Emerging Index and the Sustainable Prices and Quotation Index of the Mexican Stock Market, among other indexes that evaluate its performance in sustainability.*



## Press release

April 2nd, 2020

### **About FEMSA Foundation**

*Since eleven years ago, FEMSA Foundation generates positive impact in people and communities through social investment projects for sustainability. We seek to ensure water safety and the sustainable use of water in Latin America and we take action to help early childhood development. We have also incorporated the diffusion of Latin American art and culture through the Programa Cultural FEMSA. For further information visit the website [www.fundacionfemsa.org](http://www.fundacionfemsa.org) or follow us on Facebook (FundacionFEMSA) and Twitter (@FundacionFEMSA).*

### **About FEMSA Collection**

*For more than 40 years, FEMSA Collection aims to preserve, document, consolidate, promote and spread Latin American modern and contemporary art. Established in 1977 as part of the commitment of the company for the integral development of its employees, families and the communities where they live, it is currently known as one of the most important corporate collections internationally. Its contents, which are made up of more than 1200 artworks, offers a tour that illustrates the evolution, plurality and richness of the artistic production in Latin America during the XX and XXI centuries. Through an active program of exhibitions, individual artwork loans, publications and diverse academic and educational activities, FEMSA shares its Collection with diverse communities in Mexico and abroad, fulfilling its goal of promoting and spreading culture and encouraging artistic appreciation. FEMSA Collection is part of FEMSA Foundation, which creates positive impacts in people and communities through social investment projects for sustainability.*



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