

ArteLatAm™



INSTITUTIONAL

ME  
MO  
RY

2021

# ArteLatAm™

## Institutional Memory 2021

New York  
(40 pages)

## Edition by

Operations Management,  
Communications and Membership

## Design and layout

Heidy Amaya

# ArteLatAm™

[www.artelatam.org](http://www.artelatam.org)



@artelatamny



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**T**

hrough this document, we intend to show the achievements obtained during 2021, marked by the transformation from the face-to-face to the virtual assumed caused by the pandemic. With this report, we fulfill our duty to be accountable to the community, mark history, and visualize our future.

About carried out activities, we organized the virtual exhibition of Latin American Photography MORE THAN INSTANT, for which we selected works by Latin American photographers with an avant-garde vision and images that generated

a feeling, a memory, an instant and more than that...

One of the most significant annual events for ArteLatAm is the exhibition of the member artists that are part of our organization. This year the show was titled DIVERSITY TOGETHER. Borders of culture, nationality, and heritage were crossed to merge into one and, promote contemporary Latino art.

We also highlight the participation in the DIVERSE WOMEN IN ACTION exhibition organized jointly with LULAC -League of United Latin American

Citizens-, which is the largest and oldest Hispanic organization in the US, and where Latin American women have been inspired by the potential in the contemporary art scene, with the aim of strengthening socio-cultural networks that promote transcendental changes.

“ The borders of cultures, nationalities and heritage were crossed to merge into one and promote art ”

Also, the participation in the most important week of Art in Miami, through the strategic alliance with FDLA -Federation of Fashion Designers of Latin America- where two of our artists, Sydia Reyes and Naivy Pérez, had the opportunity to exhibit their works during Art Basel Miami 2021.▶

■ SYLVIA MATA & CARLOS TORRES MACHADO  
FOUNDERS



# ArteLatAm™

**W**e are an Ibero-American art organization founded in 2016, in New York. Our mission is to promote artists and creatives from the region so that they achieve international recognition. We make this possible through the continuous visibility that we give our member artists, to whom we exhibit their works in galleries, mainly in New York, but also virtually. We also create spaces to interview them and, promote them on social media and web platforms. Finally, our organization fulfills its mission by creating jobs for them, since we are certified to work directly with the city and state of New York.

From our official headquarters in the United States, our reach and popularity have expanded throughout Latin America and the Iberian Peninsula, currently counting on experienced curators, art critics and, cultural managers in Mexico, the Dominican Republic, Colombia, Ecuador, and Portugal. ▶

## MISSION

To be a benchmark for contemporary Latin American art in the United States, through visibility and job creation for our Latino artists and creatives.

## VISION

Raise the potential and visibility of Latin American artists and creatives for their expansion in international markets.

## VALUES

INTEGRITY

SOLIDARITY

RESPONSIBILITY

INNOVATION

## WORK TEAM

Founders



**SYLVIA MATA**

PRESIDENT & CO-FOUNDER



**CARLOS TORRES MACHADO**

CEO & CO-FOUNDER



**NANCY RODRÍGUEZ**

COO



**DAYANARA REYES PUJOLS**

COMMUNICATIONS MANAGER



**PAMELA ESPINAL**

COMMUNITY MANAGER

## Administrative Team



**JOVANNY DILONE**

WEB DEVELOPER



**HEIDY AMAYA**

GRAPHIC DESIGN



**CRISTINA BARRERA**

PROJECT COORDINATOR



# WORK TEAM



**CARLOS ROJAS**  
ART CRITIC AND CURATOR  
ARTELATAM ECUADOR



**GRACIELA KARTOFEL**  
ART CRITIC AND CURATOR  
ARTELATAM NUEVA YORK



**MIGUEL ANGEL MUÑOZ**  
ART CRITIC AND CURATOR  
ARTELATAM MÉXICO



**CARLOS TORRES MACHADO**  
FOUNDER, ART CURATOR  
& VISUAL ARTIST

## Art Curators



**ANA MARÍA TRUJILLO**  
CURATOR & VISUAL ARTIST, PROJECT  
MANAGER OF ARTELATAM COLOMBIA



**MARIO JOSÉ ANGELES**  
CURATOR & VISUAL ARTIST  
ARTELATAM DOMINICAN REPUBLIC



**BEATRIZ INFANTE**  
CURATOR &  
VISUAL ARTIST



**CARIDAD LARRIVA**  
CURATORIAL ASSISTANT OF  
ARTELATAM ECUADOR

## Collaborators



**BEGOÑA SEVILLA**  
ART TALKS MODERATOR



**HANDRY SANTANA**  
ART TALKS MODERATOR

“  
We are known  
for promoting  
initiatives  
that foster  
interaction  
between creative  
industries”

Mural - INCLUSION



# EXHIBITIONS in 2021

One of the most significant events for the organization is the art exhibitions, with the participation of exclusive members who showed variety, plurality, multiplicity, disparity, and similarities through their works.

Deep  
Sydia Reyes  
2017

Multiverses  
(Black)  
Sydia Reyes  
2017

## DIVERSITY TOGETHER

This year it was titled DIVERSITY TOGETHER, from October 27 to December 15, 2021, curated by Beatriz Infante. More than 18

members participated, who virtually crossed borders of culture, nationality, and heritage to merge into one and promote art.



El Ángel de la Resurrección  
Mario José Ángeles, 2021

Scheme Mantle  
Falta el nombre del autor  
2017



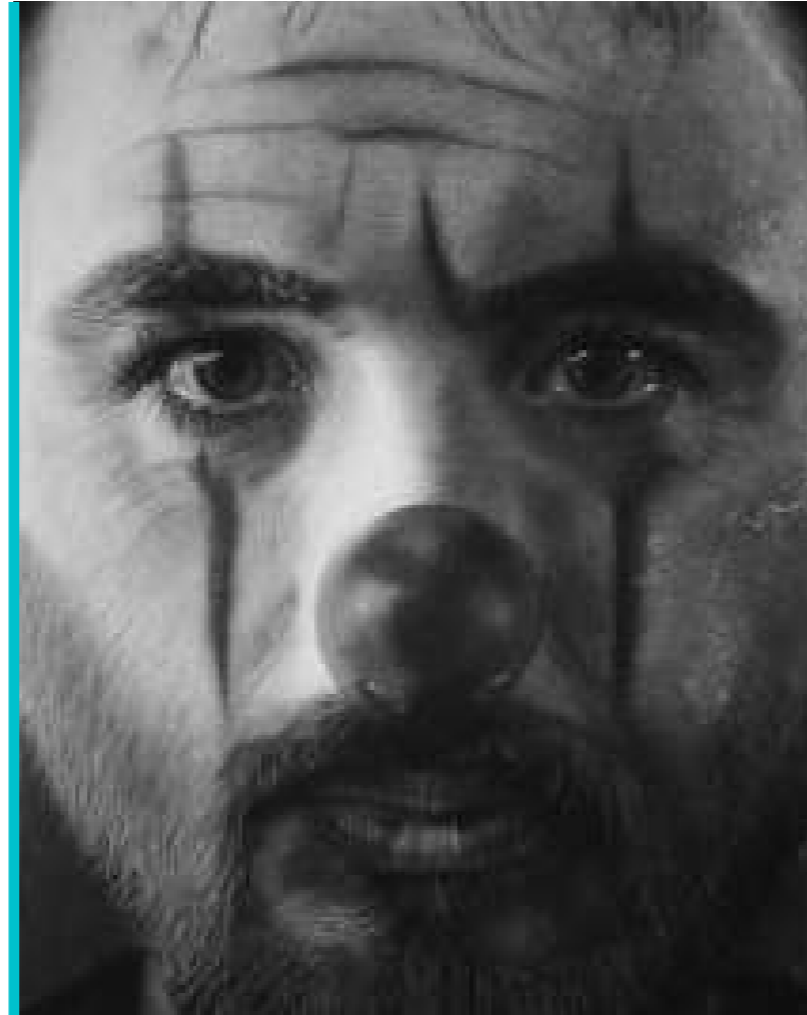
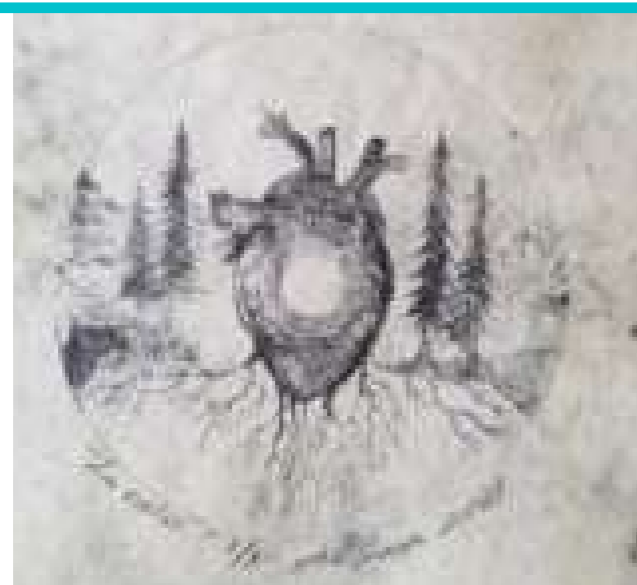


» DIVERSITY TOGETHER



**A punto de**  
Wildriana  
Paulino  
2019

**Raíces**  
Alejandro  
Daza  
2021



**Self Portrait**  
Josue Toriz Garcia  
2019



**Santiago Robles**  
El cantar de los próceres  
2010

**Maikel Muiño**  
Habitantes de mi Jungla III  
2019



**Crónica Natura**  
Patricia  
Henríquez  
2017



+ Q INSTANCES

We organized the first virtual exhibition of Latin American photography +QUE INSTANTES, from March 29 to May 16, 2021, in which the works

of Latin American photographers were projected with an avant-garde vision and images that generated a feeling, a memory, an instant, and more than that.



Spy  
Antonio Mora  
2021



Glaciar Solitario, María Emilia Moncayo, 2010



Nostalgia (tríptico), El Pedro Felipe, 2020



Añoranza  
Krishna Elios  
2019



Antonio Mora, Mario José Ángeles, 2014



Hysterica  
passio rosso  
Gabriela Andrade  
2008



El Inventarium #8  
Francisco Paz y Miño, 2018 - 2021



Hysterica passio rosso  
Calling for #2, 2018

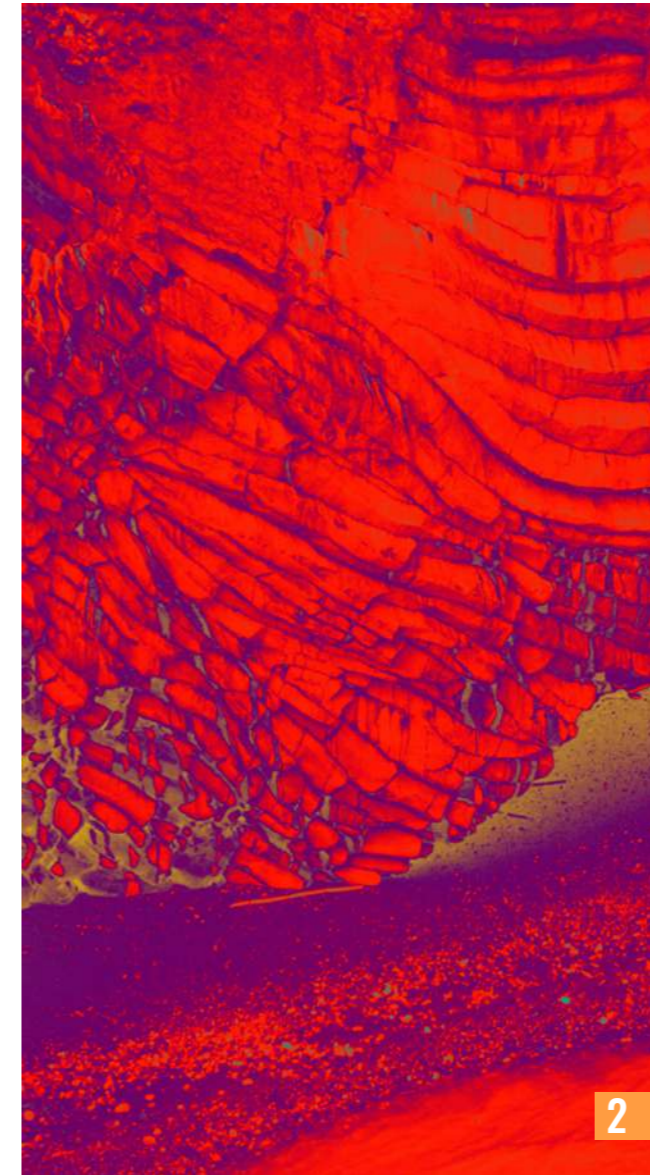


## DIVERSE WOMEN IN ACTION

The participation in the face-to-face exhibition DIVERSE WOMEN IN ACTION, organized jointly with the National Women's Commission of LULAC – League of United Latin American Citizens, stands out,

where Latin American women were inspired by the potential in the scene of contemporary art and strengthen socio-cultural networks that drive change. The following artists participated: Ana María Trujillo (Colombia),

Yinna Higuera (Ecuador), Naivy Pérez (Cuba), María Emilia Moncayo (Ecuador), Rosemary Gólcher (Costa Rica), Iris Pérez (Dominican Republic), Julia Justo (Argentina) and Reyna Zapata (Mexico).



1. Salar de Maras Peru  
Yinna Higuera  
2017
2. Reinventándome #3  
Rose Mary Gólcher  
2021
3. The Melting Path  
Julia Justo  
2020
4. De la serie Radiante Corazón  
Iris Pérez  
2019
5. Valle de concumen (Murmullo de agua)  
Reyna Zapata 2019





### ART BASEL MIAMI 2021

The participation in the most important event for fashion designers in Latin America through the strategic alliance with FDLA – Federation of Fashion Designers

of Latin America, where two of our artists, Sydia Reyes and Naivy Pérez, had the opportunity to exhibit their works in the week of Art Basel Miami 2021.



Deep, Sydia Reyes

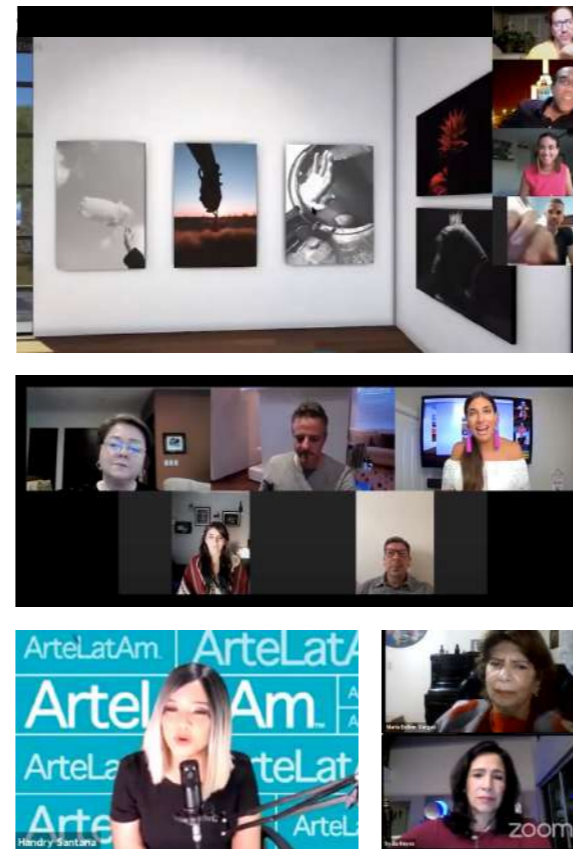
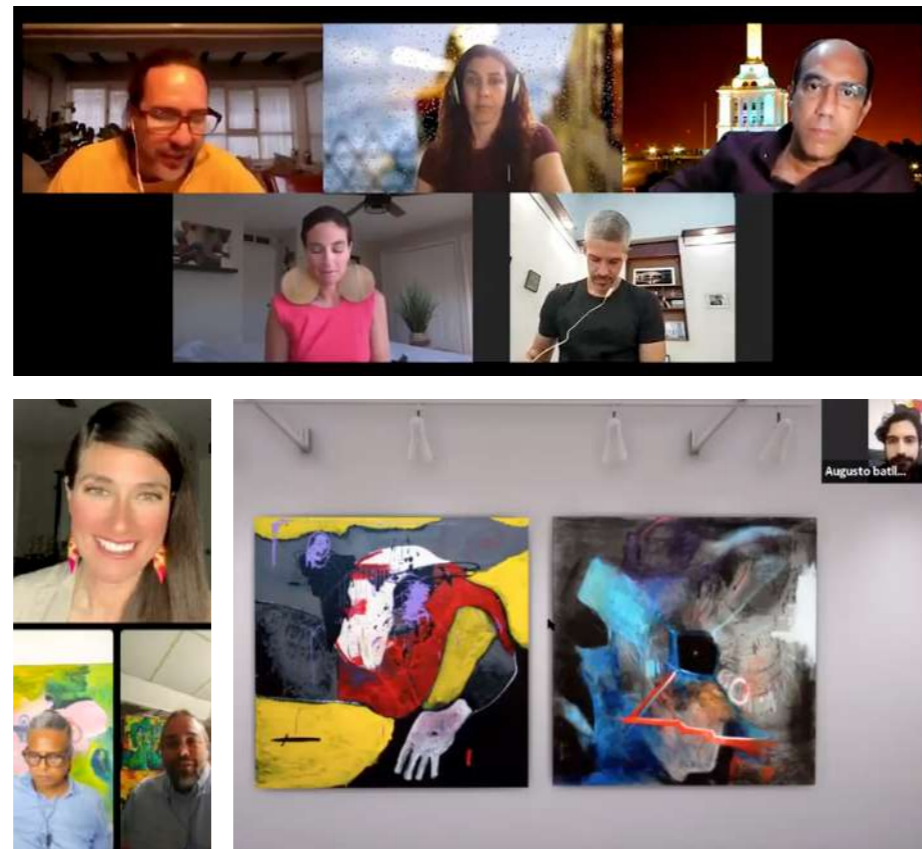
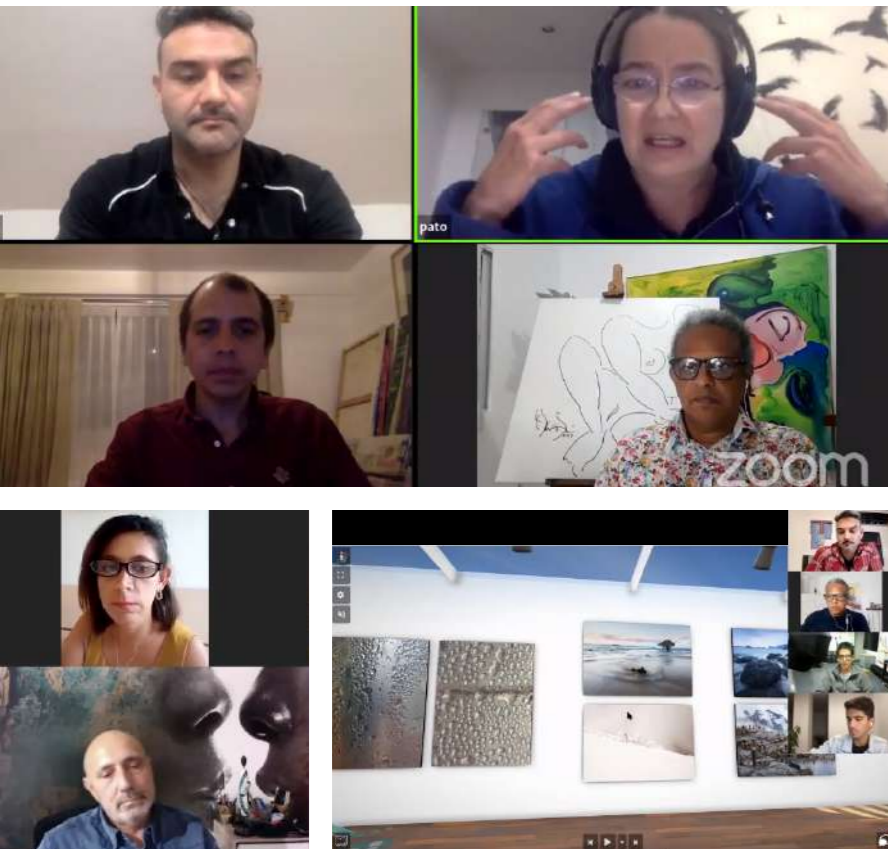


Multiverses (Black), Sydia Reyes



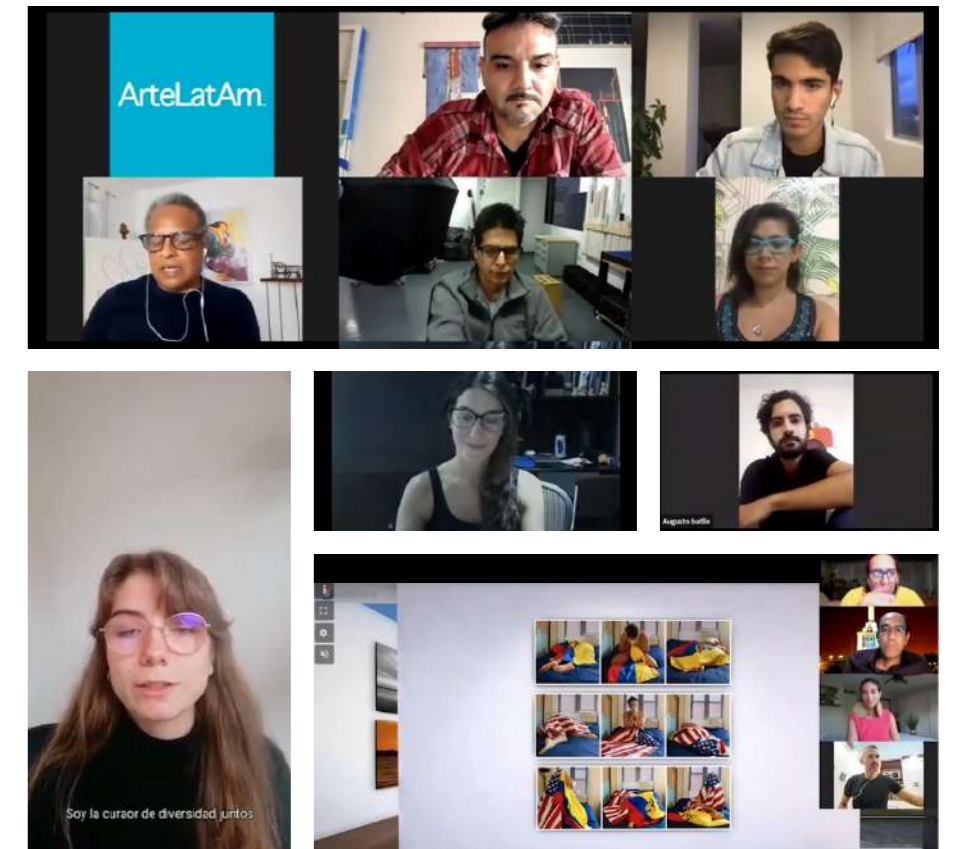


# VIRTUAL conversations



**O**n the other hand, we held 16 virtual conversations with artists from the different regions of Latin America. We enlightened our followers on social networks with the stories and experiences of our artists in the segment CHATTING WITH THE ARTIST.

We expanded our reach by introducing ourselves to the León Center, a museum and cultural center located in the Dominican Republic conceived for creativity, research, encounter, and enjoyment. Together we coordinated the CONTEMPORARY DIALOGUES conversation, where we talked about the challenges and opportunities of Latin artists in the post-pandemic era. ▶▶

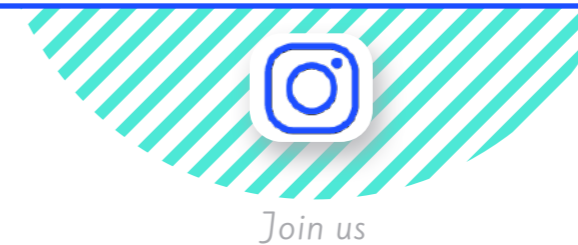






► We participated in the programming of SUN-Barrios Unidos Sostenibles - and its art and culture division SUN Arts, by collaborating with a mural developed by one of

our artists during the inauguration of the "Moore Art Walls" project, and with this we support activities of local artists in the Bushwick neighborhood of Brooklyn. ►





MURAL

# INCLUSION

► We started our first project with PS 3K Bedford Village School, with the inauguration of the INCLUSION mural where three (3) ArteLatAm Artists and two hundred and forty (240) students participated, where

we were able to inspire with art and education on important topics such as community inclusion and creativity, positively impacting the academic achievement of students.

In short, the progress of this 2021 allows us to ensure that our organization continues to be a focus of light and contributes to the promotion of Latin American artists globally. However, in an organization

like ArteLatAm, what has been achieved is a starting point for even more ambitious goals. Therefore, as we celebrate our achievements, we are preparing for future goals and challenges. ▶



Follow us





“ Through the art we achieved, inspiration, education and community creativity ”





**A** transcendental step this year has also been the adaptation of the organizational structure, which has made it possible to optimize resources, processes, and results; define the hierarchy and well-defined tasks. This action has promoted better decision-making, having a defined business model, and having clear results and projections through the development of an Institutional Strategic Plan that has allowed healthy management, and that opportunities for improvement can be incorporated. The renovation of the website, optimization of social platforms, acquisition of new members through different memberships, has allowed the growth of the community, the visibility of their work and, talent. ▶





AWARD



# Sylvia Mata

President of ArteLatam, Sylvia Mata, received recognition for more than 20 years of service by the Ford Foundation, as one of the Legendary Women of Ford New York 2021. Mrs. Mata was selected along with 20 other women nationwide, who symbolize the pillars of Ford: intelligence, innovation, environmental sustainability, quality, leadership, safety, and community. The chosen ones are located in New York, Miami, Los Angeles, Houston, and Dallas, they represent 29 million exceptional Latinas in the United States.

Mrs. Mata will be distinguished in the Community line, where she has shown leadership, management, planning, decision-making, and resolution of communication problems not only by positioning ArteLatam in Mexico, Colombia, Ecuador, and the Dominican Republic; but also in her career, experience, and service in the business and non-profit sector serving the Latino community in the United States as an entrepreneur, president of the LULAC Education Council and as LULAC National Women's Commissioner for the Northeast in the USA. ▶



## AWARD



“ Sylvia will be distinguished in the Community line, where she has shown leadership, management, planning, decision-making, and resolution of communication problems”





# PROJECTIONS & GOALS

» F O R 2 0 2 2 »

1

In 2021, ArteLatAm was awarded by the city of New York with the "New York City Arts Corps", in recognition for being a company that contributes to the value and need for diversity through the support of Latino artists in the United States. Thanks to this award, jobs were created for several artists while educating children in the Brooklyn neighborhood

about art. Our goal for 2022, is to increase this type of opportunity by government entities and the private sector, in order to generate even more jobs for our artists and creatives who live in the United States, we also envision expanding these possibilities to those who live in the Latin American Continent and the Iberian Peninsula.

2

Keep strengthening and fostering more strategic alliances with private companies, non-profit and cultural organizations, and the art industry in general: galleries, art fairs, etc. This guarantees the visibility of our Latino artists and increases our chances of generating more opportunities for them.

3

Rise our global network to 1000 Latin American artists and creatives, in this way we will achieve a solid ecosystem based on equity and inclusion, which will allow us to guarantee the quality and sustainability of our projects.

4

Increase our production capacities in order to expand our services to more creative areas that generate more employment for our artists and creatives. This year our goal is to provide the following services:

Murals in interiors, exteriors, and public art.

Cultural and educational programs specializing in art for schools, colleges, and universities in New York and New Jersey.

Signaling and Graphics for train stations (subways) in New York.

Brand development, packaging and dissemination campaigns for private companies and government entities.



Contact us



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2021