

Mexico City, December 21st, 2017

Press Release

## **The Pavilion of Mexico successfully concluded its participation in the International Art Exhibition of La Biennale di Venezia 2017**

- In its 57th edition, the Biennale broke an attendance record by having more than 615 thousand visitors
- Over 134 thousand people visited the Pavilion of Mexico, which managed to be considered as one of the most outstanding of the event

On November 26, the 57th International Art Exhibition of La Biennale di Venezia finalized its activities. According to official information issued by the authorities of La Biennale di Venezia, this edition established an attendance record by registering a total of 615,152 visitors during the 6 months of the exhibition.

There were 86 countries that participated with an official pavilion, among them Mexico, whose pavilion was in the old naval and military complex known as the Arsenale. The exhibition which represented Mexico was created by the artist Carlos Amorales who, with the curatorship of Pablo León de la Barra and the commission of Gabriela Gil Verenzuela, presented the work titled *Life in the Folds*.

Following the central theme of this Biennale, *Viva Arte Viva*, proposed by the curator Christine Macel, Amorales decided to exhibit a work in which, through textual, visual and musical language, created a reconfiguration of the communicative process by designing an encrypted alphabet with the objective of developing in the spectator a new method of coding and perception of language.

The ocarinas, elaborated to create the characters of the encrypted alphabet, caught the attention of the diverse visitors, since each one emitted a different sound according to the letter or sign which represents; this action managed to provide a high degree of interactivity to the exhibition, inviting every attendee to get involved with the work and not limit their participation to the observation.

Diverse media outlets pointed out the importance of the Pavilion of Mexico during this Biennale to ideally reflect the current political and social situation.

Another aspect that defined the success of the Venice Biennale this year was the large number of young people who attended the event, since 31 percent of its visitors registered an average age of 26. One of the defining characteristics of this generation is the creation of innovative forms of language, so that the work of Carlos Amorales, by having this characteristic, showed that it is possible to adapt art to the needs of youth.

La Biennale di Venezia 2017 represented a special event in the history of contemporary art for Mexico, since this year, the country managed to have an official participation in the great event for the tenth consecutive year, besides to get the attendance, officially registered until the closing of the Biennale, of 134,060 people.

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