

GUGGENHEIM UBS MAP GLOBAL ART INITIATIVE EXTENDS ITS REACH TO MEXICO CITY AND LONDON

UNDER THE SAME SUN: ART FROM LATIN AMERICA TODAY, ORGANIZED BY MEXICAN CURATOR PABLO LEÓN DE LA BARRA, OPENS NOVEMBER 19 AT MUSEO JUMEX

EXHIBITION: *Under the Same Sun: Art from Latin America Today*
VENUE: Museo Jumex
LOCATION: Miguel de Cervantes Saavedra #303, Colonia Ampliación Granada, Mexico City
DATES: November 19, 2015–February 7, 2016
MEDIA PREVIEW: November 17, 10 am

(NEW YORK AND MEXICO CITY—September 24, 2015)—*Under the Same Sun: Art from Latin America Today*, the second exhibition of the [Guggenheim UBS MAP Global Art Initiative](#) was opens at Museo Jumex, Mexico City’s newest museum of contemporary art, on **November 19, 2015**. The exhibition premiered at the Guggenheim Museum in New York in June 2014 and, following its presentation at Museo Jumex, will make its third and final stop at the South London Gallery in **June 2016**.

The Guggenheim UBS MAP Global Art Initiative was developed with financial services firm UBS in 2012 to amplify exposure and access to contemporary art from three culturally dynamic regions: South and Southeast Asia, Latin America, and the Middle East and North Africa. MAP exhibitions, customized education programs, artist projects, and online materials help focus attention on vibrant artistic practices in each region and foster lasting relationships among artists, institutions, scholars, and visitors. Extensive on-the-ground research by distinguished curators with expertise in each region underpins an institutional effort to diversify and enrich the Guggenheim’s collection of contemporary art from across the globe that is unprecedented in scope, scale, and range. MAP builds upon and reflects the Guggenheim’s distinguished history of internationalism and UBS’s commitment to direct engagement with contemporary art and education.

The first MAP exhibition, *No Country: Contemporary Art for South and Southeast Asia*, was presented at the Asia Society Hong Kong Center and the NTU Centre for Contemporary Art Singapore following its New York debut in 2013. The third phase of the initiative, focusing on the Middle East and North Africa, is in development and an exhibition of newly acquired works from that region is scheduled to open at the Solomon R. Guggenheim Museum in New York on April 29, 2016.

Richard Armstrong, Director of the Solomon R. Guggenheim Museum and Foundation, said, “The MAP initiative celebrates the many ways in which the Guggenheim engages locally and globally with artists and organizations alike, and is rooted in our desire to create a 21st-century museum that reflects the world it inhabits. MAP has been a catalyst for the evolution of our collection into a more global, inclusive, and accurate representation of 21st-century art. On-the-ground programs at our partnering institutions have created a myriad of opportunities to reach beyond our physical borders to bring in fresh voices and artistic perspectives. By connecting the work of these artists to new audiences, we aim to tell a fuller history of art and culture. This is an ambitious initiative, and I commend UBS for their adventurous spirit in collaborating with us on it. The impact of our work together has only just begun, and we welcome the opportunity to build and extend the program with our colleagues at Museo Jumex and South London Gallery.”

MAP Highlights

The Guggenheim UBS MAP Global Art Initiative has continually expanded the ways in which artists, curators, and museums interact to build global collections and engage international audiences. Since the project’s launch, the Guggenheim has welcomed three resident curators—June Yap (South and Southeast Asia), Pablo León de la Barra (Latin America), and Sara Raza (Middle East and North Africa)—to spearhead an exchange of research and thinking between experts in the regions and Guggenheim curatorial staff. To date, MAP’s acquisitions program has brought more than 90 works by 67 artists and collectives into the Guggenheim’s permanent collection, under the auspices of the Guggenheim UBS MAP Purchase Fund. To date, these works by primarily mid-career artists have been seen by more than 500,000 people in New York, Hong Kong, and Singapore. Through this initiative, the Guggenheim has increased the number of Latin American artists in the collection by 66% and the number of collection artworks from the region by 30%. The inclusion of artists from South and Southeast Asia and the number of artworks from that region have each grown by more than 200%. More than 6,000 students, teachers, families, and art enthusiasts have participated in more than 80 interactive education programs, developed jointly by the Guggenheim and its institutional partners. Programs made specifically for local audiences, such as interactive teaching workshops for educators, artist-authored teacher guides, and multi-language tours for families, and performance residencies have been incorporated into year-round programming at MAP presentation venues. In addition, MAP’s dynamic and engaging website, guggenheim.org/MAP, has attracted hundreds of thousands of visitors from around the world and offers a wealth of rich content, including videos by artists and curators, artist profiles, blog posts by international curators and critics, and interactive learning tools.

About *Under the Same Sun* at Museo Jumex

Organized by Pablo León de la Barra, Guggenheim UBS MAP Curator, Latin America, in collaboration with the team at Museo Jumex, the presentation of *Under the Same Sun* at Museo Jumex highlights more than 45 recently acquired works by 43 artists representing 13 countries working in media including installation, painting, performance, photography, sculpture, and video. The countries represented are: Argentina, Brazil, Chile, Colombia, Costa Rica, Cuba, Guatemala, Honduras, Mexico, Peru, Puerto Rico, Uruguay, and Venezuela. Artists from Mexico included in the exhibition are: Carlos Amorales, Mariana Castillo Deball, Minerva Cuevas, Mario García Torres, Gabriel Orozco, and Damián Ortega.

With a focus on work made by artists born after 1968, in addition to several early pioneers who were active internationally in the 1960s and '70s, *Under the Same Sun* examines a diversity of creative responses through six intersecting themes—Abstraction, Conceptualism, Modernities, Participation / Emancipation, Political Activism, and the Tropical.

Mexico City-based architect Frida Escobedo created the exhibition design. In addition to the museum's galleries, artworks will also be installed in the lobby and museum store and on the building's façade. As a major focus of the initiative and a cornerstone of UBS's contemporary art platform, education programs developed jointly by the Guggenheim and Museo Jumex will accompany the exhibition, and will include a teacher's resource guide and educator workshops developed in collaboration with exhibition artist Luis Camnitzer, an artist panel, a collaborative project with artist-run space and residency program SOMA, school and family programs, and an academic symposium.

León de la Barra said, "*Under the Same Sun* is an attempt to redraw the cultural and artistic maps of the Americas, to question existing boundaries, to establish new networks, and to energize dialogues among regional artists and artistic centers. It is an honor to present it in Mexico City and London, cities in which I've lived most of my life. We cannot continue to see our world in terms of the old dichotomies of power, of centers and peripheries, first and third worlds. The MAP initiative acknowledges the existence of multiple and vibrant artistic hubs throughout the world, each contributing to our understanding of the complex planet we inhabit. With this project we recognize the importance of collaborating with and learning from each other. Only in this way can we aspire to a more equal society, and art can be one component of this transformative approach."

Julieta González, Chief Curator and Interim Director of Museo Jumex, said, "Like the Solomon R. Guggenheim Museum, Museo Jumex was founded by an individual philanthropist with the aim of making contemporary art more widely accessible to the public. In our case, the collection has been focused on tracing a

narrative of contemporary international art from the perspective of Mexico and Latin America—a goal that has been supplemented and contextualized by the museum’s exhibition program, which like the Guggenheim’s, is outward-looking and global. In this way, our presentation of *Under the Same Sun* exemplifies much of what we seek to achieve at Museo Jumex. We are offering our public the opportunity to experience a wide-ranging, critically acute presentation of art in Latin America today, while forging a highly valued working relationship with another international institution.”

Damian Fraser, UBS Mexico Country Head, said, “The Guggenheim UBS MAP Global Art Initiative, which connects diverse audiences with artists, curators and educators from three dynamic world regions, has become a leading example of what a truly global collaboration can achieve. The initiative’s presentation of *Under the Same Sun* at Museo Jumex, with its range of artistic voices, calls for a dialogue among audiences in Mexico and adds to the country’s flourishing contemporary art scene.”

Under the Same Sun: Art from Latin America Today is organized by Pablo León de la Barra, with assistance from Amara Antilla, Assistant Curator, Solomon R. Guggenheim Museum. Nancy Spector, Deputy Director and Jennifer and David Stockman Chief Curator at the Solomon R. Guggenheim Foundation, New York, and Joan Young, Director of Curatorial Affairs, Solomon R. Guggenheim Museum, provide curatorial oversight for the entire initiative.

About the Solomon R. Guggenheim Foundation

Founded in 1937, the Solomon R. Guggenheim Foundation is dedicated to promoting the understanding and appreciation of art, primarily of the modern and contemporary periods, through exhibitions, education programs, research initiatives, and publications. The Guggenheim network that began in the 1970s when the Solomon R. Guggenheim Museum, New York, was joined by the Peggy Guggenheim Collection, Venice, has since expanded to include the Guggenheim Museum Bilbao (opened 1997), and the Guggenheim Abu Dhabi (currently in development). Looking to the future, the Guggenheim Foundation continues to forge international collaborations that take contemporary art, architecture, and design beyond the walls of the museum, which include the Guggenheim UBS MAP Global Art Initiative and The Robert H. N. Ho Family Foundation Chinese Art Initiative. More information about the Foundation can be found at guggenheim.org.

About Museo Jumex / Fundación Jumex Arte Contemporáneo

[Fundación Jumex Arte Contemporáneo](http://FundaciónJumexArteContemporáneo) was created to promote the production, discussion and knowledge of contemporary art and to generate innovative ways to foster art and culture. The Foundation carries out this work through Colección Jumex, the Foundation’s art collection; Museo Jumex, a new venue for the exhibition

and activation of contemporary art; Galería Jumex Ecatepec, an experimental exhibition space; and Editorial Jumex, a platform for the publication and dissemination of contemporary art discourse. Additionally, Fundación Jumex promotes its mission through three complementary program areas: Fomento, dedicated to supporting the production of contemporary art and independent projects, education and research; Investigación, dedicated to research and analysis of contemporary culture; and Educación, committed to enhancing the visitor's ability to understand and appreciate contemporary art.

About South London Gallery

The [South London Gallery](#) (SLG) is an internationally acclaimed contemporary art space with an award-winning education and outreach programme. It has been free to the public since 1891 when it was founded with the mission to “bring art to the people of south London”. In the past twenty-three years it has become known, among other things, for showing new work by emerging and established British and international artists, ranging from Oscar Murillo, Steve McQueen and Rivane Neuenschwander through to Dara Birnbaum, Chris Burden and Lawrence Weiner.

About UBS

UBS is committed to providing private, institutional and corporate clients worldwide, as well as retail clients in Switzerland, with financial advice and solutions while generating sustainable shareholder returns. Its strategy centers on its Wealth Management and Wealth Management Americas businesses and its universal bank in Switzerland, complemented by its Global Asset Management business and its Investment Bank. These businesses share three key characteristics: a presence in their targeted markets, capital-efficiency, and structural growth and profitability. UBS's strategy builds on the strengths of all of its businesses, while seeking to capitalize on the compelling growth prospects in the businesses and regions in which it operates and securing its capital foundation.

Additional Materials

For the press release, visit guggenheim.org/pressreleases.

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Initiative Website: guggenheim.org/MAP

Blog: blogs.guggenheim.org/map

Translations of the media release in Portuguese and Spanish are available at guggenheim.org/pressreleases.

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