



FOOTBALL & ART. A SHARED EMOTION

THE MUSEO JUMEX PRESENTS AN EXHIBITION EXPLORING SOCCER AS A GLOBAL CULTURAL AND ARTISTIC PHENOMENON

28.MAR.-26.JUL.2026

GALLERIES 1, 2, 3 AND PLAZA

Mexico City, November 19, 2025 — In the context of the 2026 World Cup, the Museo Jumex presents *Fútbol y Arte. Esa misma emoción* [Football & Art. A Shared Emotion], from March 28 to July 26, 2026, an exhibition tracing the various intersections between contemporary art and soccer as cultural, aesthetic, and social expressions.

The exhibition, curated by Guillermo Santamarina, brings together nearly 100 works by 60 artists from 13 countries, including Mexico, the United States, France, Japan, and South Africa.

“Categorically, modern visual culture finds its most resplendent peak in the network of representations and social rituals related to the game of soccer. Soccer is a system of imagination and information that lives and breathes the complex reality of the human species in the 21st century, and indeed, the incalculable emotions around it,” comments Santamarina.

Through paintings, sculptures, installations, photographs, and videos (both historical works and pieces produced especially for the exhibition), *Football & Art. A Shared Emotion* examines how this sport, beyond the field and the stadium, acts as a common and universal language.

The exhibition’s museography was designed by architect Mauricio Rocha, who transforms the museum galleries into allusions to symbolic elements of soccer, such as the ball, the field, the stands, and the stadium.

The thematic cores of *Football & Art. A Shared Emotion* address gender, community, identity, and universality, exploring both the playful power of the game and its critical and political dimensions.

COMMISSIONS AND SPECIAL PROJECTS

For this exhibition, the Museo Jumex commissioned works from the artists Diego Berruecos, Iñaki Bonillas, and Sofía Echeverri.

At the Museo Jumex Plaza, Tercerunquinto presents *Tribunas* [Stands], a sculptural installation made up of bleachers with recycled seats from the Estadio Azteca, conceived as a public and performative space that will host literary, musical, and performative activities, as well as game broadcasts during the exhibition.

The visual identity of the exhibition was designed by the artist Clotilde Jiménez, who created a series of collages inspired by the visual energy of soccer.

Through this exhibition, the Museo Jumex reaffirms its commitment to artistic practices that engage with popular culture, sports, and everyday life. *Football & Art. A Shared Emotion* not only celebrates the aesthetics of the game but also invites reflection on its power to bring communities together, build imaginaries, and transcend borders, at a time when the whole world unites around the ball.

MUSEO JUMEX

Museo Jumex, Fundación Jumex Arte Contemporáneo's main platform, opened its doors to the public in November 2013 as an institution devoted to contemporary art. Its aim is not only to serve a broad and diverse public, but also to be a laboratory for experimentation and innovation in the arts. Through its exhibitions, publications, research, and public programs, Museo Jumex familiarizes audiences with the concepts and contexts that inform current art practice. Through the use of critical and pedagogical tools, the museum's educational programs further the institution's commitment to build links between contemporary art and the public.

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