



FY 2024 ANNUAL REPORT

## 2024 SUMMARY

- 6 Exhibitions
- 7 Residents
- 2 Open Calls for Residencies
- Over 20 Guided Visits
- Over 20 Public Programs
- 5 Partnerships on artist opportunities with international organizations
- 1 New Team Member
- Over 10 Institutional Partnerships and Exchanges

## KEY METRICS

In 2024, La Nueva Fábrica achieved significant growth across its programs, audience engagement, and revenue streams, reinforcing its impact as a cultural hub in Guatemala and Central America.

- **Program Growth:** a **60% increase** compared to 2023, expanding from **50 to 80 public programs and workshops**.
- **Ticket Sales/Revenue Growth:** a **135% increase** compared to 2023, with **3,544 tickets sold**.
- **Visitor Growth:** **4,815 visitors in 2024**, more than double the previous year's attendance.
- **Store Sales/Revenue Growth:** a **130% increase**.
- **Communications:** an **increase of 40%**, with **over 3,700 new followers on Instagram**, social media's primary platform, plus an **audience increase of 1,470% in newsletter subscribers**.

These figures highlight the sustained expansion of La Nueva Fábrica's efforts and reach.

## EXHIBITIONS

In 2024, we inaugurated an integrated year-long cycle of exhibitions and programs, enhancing our engagement with diverse audiences. This initiative featured two main gallery exhibitions, four ÍNTIMO project space exhibitions, and over 20 public programs—including workshops and conversations—with local and international curators, artists, educators, scholars, and activists.

2024 marked five-hundred years since the arrival of the Spaniards to the area we now call Guatemala. To address such historical occurrences, La Nueva Fábrica presented a focused year-long exhibition and programming cycle (June 2024 – May 2025).

During this time, we sought to move beyond the mere discourse on coloniality and the presentation of exhibitions that address colonial issues just as content. This choice stemmed from the awareness that colonial dynamics still haunt Guatemalan life. Rather than “illustrating” through exhibitions what our publics already know and experience in their daily lives, we tried to move beyond the simple acknowledgment of coloniality and imagine forms of re-existence that offer opportunities for communal encounters and the healing of colonial wounds.

In light of this, La Nueva Fábrica’s 2024-2025 exhibition program focused on projects that foster notions and practices of healing. These exhibitions served as offerings and shared spaces in which to take care of ourselves and others, reflect on what affects us as individuals and as societies, and experiment communally with diverse forms of healing—be they spiritual, corporeal, affective, epistemic, and more.

Each exhibition was commissioned and conceived as a context in which senses beyond sight and diverse forms of sense-making were involved. The practices and concerns at the heart of each project were then further cultivated through a series of public programs presented during each exhibition.

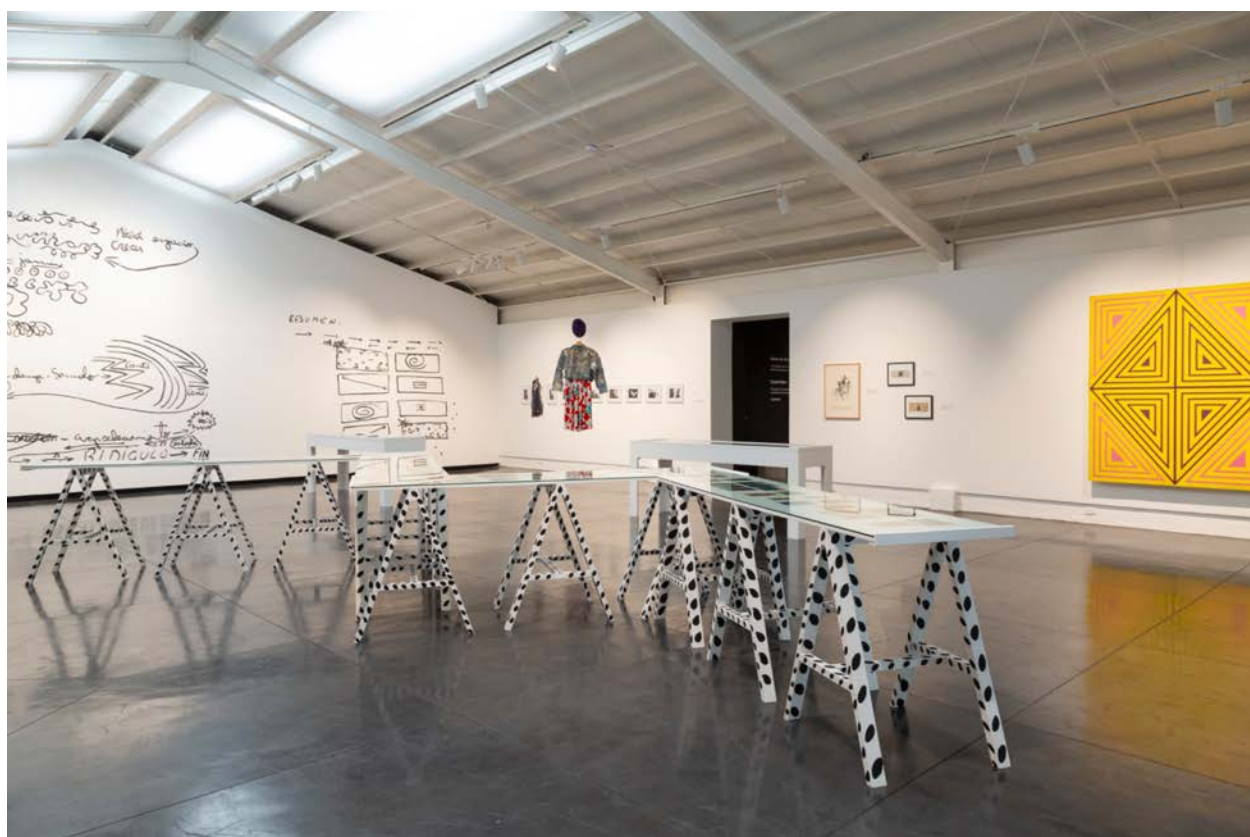
A focal point of this cycle was a series of two newly commissioned exhibitions: the solo show, *Edgar Calel. Ru Raxal Qa Rayb’äl* (The Greenness of Our Desire, June 1 – October 27, 2024) and the group exhibition *para curarnos el susto* (To Heal Our Fright, November 23, 2024 – June 1, 2025).

## MAIN GALLERY

### ***Margarita Azurdia. A Universe, Documented***

November 18, 2023 – April 28, 2024

An exhibition showcasing over 150 documents, artworks, and items belonging to the influential Guatemalan artist Margarita Azurdia (1931–1998). Curated by Rossina Cazali, the exhibition highlighted key moments from Azurdia’s career, ranging from her early 1960s geometric paintings to her wooden sculptures inspired by Guatemalan folk art.



**Margarita Azurdia, *A Universe, Documented*. 2023 - 2024.**

Photography Ana Warren



Margarita Azurdia, *A Universe, Documented.* 2023 - 2024.  
Photography Ana Warren

***Edgar Calel. Ru Raxal Qa Rayb'äl***

June 1 – October 27, 2024

*Ru Raxal Qa Rayb'äl* (The Greenness of Our Desire) was Edgar Calel's first institutional solo exhibition in Guatemala. Curated by the artist and Ilaria Conti, the exhibition featured installations exploring themes of healing, reciprocity, and connection with nature, inviting reflection on communal care and ancestral knowledge through offerings and symbolic elements.



***Edgar Calel. Ru Raxal Qa Rayb'äl, 2024.***

Photography Ana Warren





*Edgar Calel. Ru Raxal Qa Rayb'äl, 2024.*

Photography Ana Warren

***para curarnos el susto* (To Heal Our Fright)**

November 23, 2024 – June 1, 2025

*para curarnos el susto* (To Heal Our Fright) is an exhibition that explores healing and resistance in Guatemala, curated by Marilyn Boror Bor and Chantal Figueroa in collaboration with Ilaria Conti and with a curatorial committee that includes Jimena Pons and Karen Ramos. The participating artists and collectives include: Movimiento Nacional de Tejedoras Mayas de Guatemala with Marilyn Boror Bor, María Fernanda Carlos with Caja Lúdica, Rosa Chávez with Selva y Cerro and Sonido Quilete, Kiara Aileen Machado with GuateMaya, Celeste Mayorga with Centro Q'anil, Gabriel Rodríguez Pellecer with Museo del agua, Marta Tuyuc Us with Colectivo Tz'aqol, and Sergio Valencia Salazar with Proyecto Parutz'.

Through these artistic exchanges, the exhibition unfolds as a multidisciplinary archive of societal, epistemic, communal, and individual healing practices rooted in the region. In addition to this rich archive, the exhibition features a central space with extensive documentation and a program of public events, allowing deeper engagement with the themes explored.



***para curarnos el susto*, 2024 - 2025.**

Photography Ana Warren





*para curarnos el susto, 2024 - 2025.*

Photography Ana Warren

## ÍNTIMO (PROJECT SPACE)



### *Jardín*

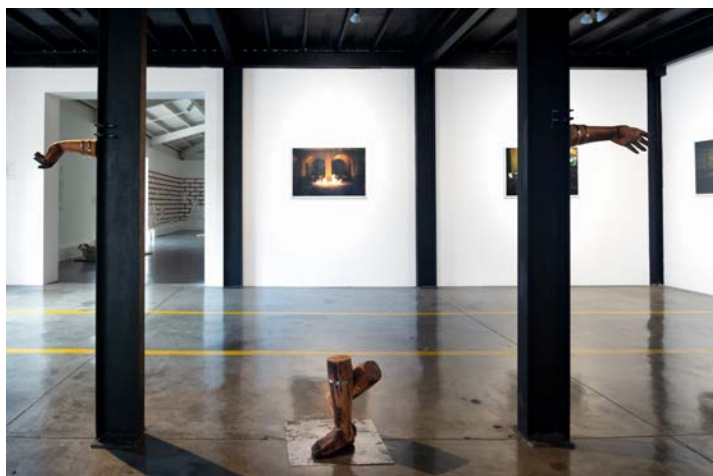
Cecilia Porras-Sáenz  
November 18, 2023 – February 25, 2024

*JARDÍN* by Cecilia Porras-Sáenz showcased work created during her residency in Paris, inspired by the Jardin d'Agronomie Tropicale. The exhibition reflected on designed nature and the politics of “re-wilding,” questioning the relationship between humanity and nature. Curated by Christina Chirouze Montenegro, with support from Banco Industrial de Guatemala, the exhibition was part of an institutional collaboration between LNF and MAZORCA, the Paris-based residency for Central American artists.



### *The Holy Corner* March 16 – September 8, 2024

*The Holy Corner*, curated by LNF's former curator in residence Yasmín Martín Vodopivec, was first presented in 2023 on the occasion of the 35th Ljubljana Graphic Arts Biennial. The exhibition, which transformed LNF's project space into a symbolic altar, included works by Jihan El Tahri, Ibrahim Mahama, and Edgar Calel, among other artists.



### *Combustión*

Jorge De León  
September 17, 2024 - February 9, 2025

The exhibition juxtaposed newly created artworks with pre-existing works, exploring the historical, political, and symbolic significance of La Antigua. Through fire as both a catalyst for destruction and a sacred symbol, De León offers a poetic critique of Guatemalan history, reflected in the complex identity of its former capital and its transformation into a tourist destination.

## PUBLIC PROGRAMS

2024 was a pivotal year for La Nueva Fábrica, as we adopted an integrated approach that strategically combined exhibitions and public programs, maximizing the impact and outreach of both. This strategy reinforced our mission to create meaningful connections between the art we present and the communities we serve.

**We intensified the number of programs presented**, with a current rhythm of **one program per weekend**. The involvement of diverse artists and practitioners has helped us to reach new publics in significant ways. Throughout the year, we developed a diverse range of public programs, including talks, guided tours, workshops, concerts, and more.

**All of our programs are free**, in an effort to increase our outreach and the diversity of our publics.

In 2024, we also began organizing public **programs with our artists in residence** and artists exhibited in our project space íNTIMO, as a way of strengthening the connection between our residency and exhibition programs and our public programming.

**The result was a significant program growth**, with a **60% increase compared to 2023**, expanding from 50 to 80 public programs and workshops.

Key program achievements include:

- 20+ guided tours
- 15+ talks and readings
- 20+ free workshops for diverse communities
- 10 special events
- 5 openings
- 5 informational sessions in collaboration with international partner organizations such as ifa – Institut für Auslandsbeziehungen, Germany; Skowhegan School of Painting and Sculpture, New York/Maine; and Gasworks, London
- 2 film screenings
- 1 music concert
- 1 diversity festival



Inauguration: *Edgar Calel, Ru Raxal Qa Rayb'Äl, 2024.*

Photography Ana Warren



Programs included:

- Conversation between Rossina Cazali and Emiliano Valdés on the work of Margarita Azurdia and its impact on Latin American art.
- Drawing workshop with Karma Davis on direct observation and the use of lines as a tool for representation.
- Self-management and curating workshop for artists with invited Portuguese curator Bruno Leitão.
- Visit from Think Olio NYC – Tour of La Nueva Fábrica and private dinner at Felisa Café.
- Workshop *Tejido Común: Zurciendo Historias* by Mi Calle Nuestra Calle, inspired by the work of Margarita Azurdia.
- Workshop *Cartografías Vitales: Imágenes del Cuerpo* with artist Mena Guerrero on performance and ritual art.
- Conversation about unpublished images of Margarita Azurdia and her legacy in performance and ritual art.
- Third edition of the Tuti Fruti Festival in support of the queer community, featuring art, music, and performances.



Inauguration: *para curarnos el susto*, 2024  
Photography Rocío Conde

- Book Presentation: *La Historia de un Botón* with Laura Castro, Rita Pataxó, and Talita Tamykuã Pataxó: an international collaboration with the Brazilian arts organization Flotar.
- Workshop *Paletas de Emociones* with Karina Pavleas on abstract art as a tool of emotional expression.
- Dinner by Chef Jorge Quiñonez inspired by the exhibition *Ru Raxal Qa Rayb'äl* by Edgar Calel.
- Screening of the documentary *Ibagari in the Guatemalan Caribbean* in collaboration with the Foundation for Latin American Anthropological Research (FLAAR).
- Conversation *Curating - Addressing the Territory* with LNF curator in residence Virginia Roy, Curator at MUAC, Mexico City.
- Workshop and conversation on Mayan writing and its impact on current literature and culture.
- Workshop *Dibujar y Hablar para Sanar* exploring drawing as a tool for communal healing.
- Workshop on medicinal plants and Mayan therapeutic practices.



Third Edition of the Tuti Fruti Festival  
Photography Rocío Conde



- Workshop *Habitar el Cuerpo* on movement and reciprocal trust.
- *Cuentos Rimados para Niñas y Niños* – children's event with stories, games, and songs.
- Screening of a documentary on Guatemalan macaws in Kaqchikel language.
- Reading of Indigenous poetry and stories in Kaqchikel language.
- Lecture *Resistencia y Cocina* with María Jacinta Xon on Mayan food and resistance.
- Concert by Tzutu Kan feat. DJ Waqi Sakbey, blending hip hop and ancient Maya rhythms.
- *Una Aguja, Una Voz*, a silent walk in memory of victims of violence with artist in residence Catta Matute.
- Painting workshop *Errare Humanum Est* with íNTIMO artist Jorge de León.
- Christmas workshop on personalized letters with natural dyes and watercolor.

## RESIDENCIES

In 2024, La Nueva Fábrica continued its 2023-2024 residency program and hosted the first two residents of the 2024-2025 Community Projects Residency, funded by a grant from Fundación Ama Amoedo.

### 2023-2024 ANNUAL RESIDENCY PROGRAM



**Marysol Cahuich Dzib, Mexico**  
February 7 – March 12, 2024

An artist of Mayan descent, Marysol Cahuich Dzib carried out a territorial analysis through the exploration and collection of local dye plants to expand her chromatic catalog. As the final program of her residency, she conducted a workshop on natural dyes in collaboration with the public school of our neighborhood, Santa Ana.



**Roger Muñoz, Costa Rica**  
March 18 – April 17, 2024

A resident of Mexico City, Roger uses dark humor to explore themes of power, monstrosity, and decadence. His artistic practice spans painting, video, installation, and drag performance. During his residency, he researched Central American fantastic horror imagery, focusing on the legend of *La Segua*.



**Edua Restrepo, Colombia**  
March 18 – April 17, 2024

Edua Restrepo-Castaño works from the Embera and Tongva territories (Circasia and Los Angeles), utilizing textiles, bodily actions, and lens-based media to explore relationships with time, nature, and the diasporic condition.

During her residency at LNF, she engaged in creative experimentation and community interaction. Our residency program encouraged her to immerse herself in the local context through exhibitions, workshops, lectures, and interdisciplinary collaborations.



**Dianne Bras Feliciano, Puerto Rico**  
July 1 – 30, 2024

With studies in political science, cultural management, and history, Dianne focuses on the Anthropocene and the voices of marginalized communities. She is currently the Curator of Modern Art at Artis—Naples in Florida. As the concluding element of her residency, she published an extensive essay on the Guatemalan contemporary art scene in the internationally renowned Latin American magazine, *Artishock*.



**Virginia Roy, Spain/Mexico**  
August 1 – September 4, 2024

Curator at the prestigious MUAC Museum in Mexico City, she focused her residency research on Guatemalan artists. She previously served as a curator at La Caixa Foundation. She has curated notable exhibitions such as *Ai Weiwei. Restoring Memories* (2019) and *Fritzia Irizar. Mazatlanica* (2019).

## 2024-2025 COMMUNITY PROJECTS RESIDENCY PROGRAM

The 2024-2025 Residency Program: Community Projects, funded by Fundación Ama Amoedo, focused on Central American artists from vulnerable communities facing gender, racial, social discrimination, or linguistic barriers (such as native speakers of Indigenous languages such as Q'eqchi', Tz'utujil, Kaqchikel, Garífuna, among others). The residents developed community art projects with local impact, receiving personalized professional guidance.



### **Wilson Vásquez Orón, Guatemala**

A writer and photographer from the Kaqchikel Maya people of Santa María de Jesús, Sacatepéquez. He revived and promoted Indigenous culture through writings in Kaqchikel and documented the daily life of his community. At LNF, he created a plan for the development of a community-based space in his hometown that would offer art education programs for children. His final residency event took the form of an intimate evening of poetry and oral traditions in Kaqchikel.



### Catta Matute, Honduras

Multidisciplinary artist and arts educator. Her work addresses themes of colonialism, historical memory, and cultural heritage. During her residency at LNF, she developed content and performative research in advance of a newly developed performance that she will be presenting in Honduras. Her final residency event took the form of a test run of such a performance, plus an open studio in LNF's garden.



## OPEN CALLS

Alongside the residency programs, we launched three Open Calls for various residencies, including our yearly open call. Additionally, we held three information sessions in partnership with international sister organizations.

CONVOCATORIA ABIERTA ~ OPEN CALL

# RESIDENCIA RESIDENCY

Dirigida a artistas, curadorxs y gestorxs culturales emergentxs y establecidxs  
~  
Emerging and established artists, curators, and cultural practitioners

BENEFICIOS INCLUIDOS ~ BENEFITS INCLUDE:

5  
4-8  
2,000

Alojamiento, estudio, apoyo logístico de producción y más.  
Housing, studio, logistical support for production and more.

RESIDENCIAS  
RESIDENCIES

SEMANAS  
WEEKS

DÓLARES  
USD

2025

2026

FECHA LÍMITE PARA APLICAR:  
24 de noviembre de 2024  
6 PM (Hora de Guatemala)  
~  
Deadline: November 24, 2024  
at 6pm (Guatemala time)

LA  
NUEVA  
FABRICA

LANUEVAFABRICA.ORG

### 2025-2026 LNF RESIDENCY PROGRAM

We launched the open call for our 2025-2026 Residency Program. As a result of an expanded communication strategy and the presence of a high-profile, international jury, **we received an unprecedented number of applications, with over 500 applicants** reaching out from countries across Asia, Africa, Latin America, Europe, and the United States, responding to our efforts to reach global diversity. The selection process was conducted by a renowned Selection Committee, consisting of prominent figures in the artistic field linked to important contemporary art institutions across three continents.



## SELECTION COMMITTEE

The Selection Committee for the 2025-2026 LNF Residency Program was composed of Atabey, Performance Curator at Haus der Kulturen der Welt in Berlin; Beatriz Lemos, Curator at Inhotim, Brazil; and Daniela Lieja Quintanar, Chief Curator at REDCAT in Los Angeles.



**Atabey, formerly Carlos María Romero**

A curator and multidisciplinary artist from the Colombian Caribbean, Atabey's work explores performance, moving image, and pedagogy to preserve cultural heritage. Since 2022, he has been a curator at HKW Berlin, focusing on performative practices and intercultural learning.



**Beatriz Lemos**

Curator, researcher, and writer, Beatriz Lemos is the founder of Lastro and has developed extensive work in exhibitions, residencies, and education in the Global South. Formerly the Chief Curator at MAM Rio, she is currently the Curatorial Coordinator at Inhotim. In 2023, Beatriz received the Regents Lecturer Award from UCLA.



**Daniela Lieja Quintanar**

She is the Chief Curator and Deputy Director of Programs at REDCAT. Her curatorial work focuses on everyday life, political struggle, and community knowledge. She has curated exhibitions for PST Art 2024 and LACE, and was awarded the Andy Warhol Foundation Curatorial Research Fellowship in 2021.

## SELECTED RESIDENTS

The residents selected to participate in our 2025–2026 Residency Program are:

### **Balam García – Guatemala**

Balam García is a Guatemalan artist whose work explores themes of identity and cultural heritage. His multidisciplinary approach includes painting, sculpture, and digital media, often reflecting on contemporary social issues.

### **Mayra Huerta – Mexico**

Mayra Huerta is a visual artist from Mexico, known for her photography and project direction. She obtained a Bachelor's Degree in Visual Arts at the University of Guanajuato and is affiliated with a doctoral program at the Polytechnic University of Valencia. Her work often involves collaboration and production projects.

### **Eliazar Ortiz Roa – Dominican Republic**

Eliazar Ortiz Roa is an artist connecting Antillean society and botany through his work. His projects often explore the relationship between nature and culture, reflecting on the social and environmental dynamics of his region.

### **Frekwência – Brazil**

Frekwência is an artist and musician known for blending traditional sounds with contemporary electronic music. Her work often involves remixing classic tracks, creating a unique fusion that resonates with diverse audiences.

## Taina Villalobos Fischer – Chile

Taina Villalobos Fischer is an artist whose work focuses on themes of identity, migration, and cultural hybridity. Her multidisciplinary practice includes painting, installation, and performance art, exploring the complexities of the Latin American experience.

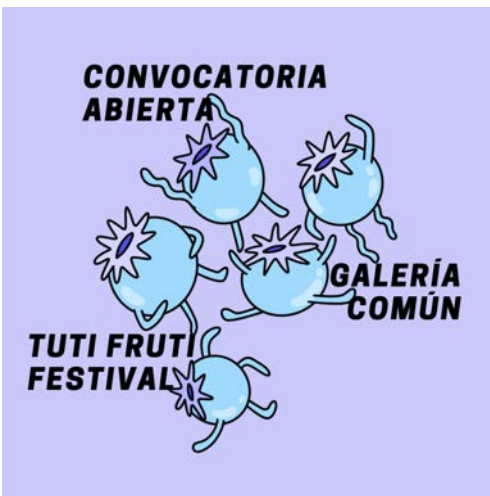
These artists bring diverse perspectives and practices to our residency program, and we look forward to the creative contributions they will develop during their time with us.



## MASS MoCA RESIDENCY

In 2024, we launched the second residency collaboration with MASS MoCA. **The jury**, besides staff from LNF and MASS MoCA, **included for the first time a prominent external expert: Kency Cornejo**, Associate Professor of Contemporary Latin American and Latinx Art at UCLA. The participation of this renowned expert reinforced a rigorous and transparent process, strengthening the prestige and relevance of this residency opportunity.

## 2024-2025 ADDITIONAL OPEN CALLS



### Open Call Galería Común, May 2024

This open call was held during the *Tuti Fruti* Festival to showcase lightweight works and performances in an inclusive collective space. The works were included in a digital fanzine.

**Objective:** To promote collective and inclusive creativity.

**Applications Received:** Over 50 local submissions.

**Reach:** 300+ visitors.



### Open Call OCEAN/UNI Bárawa, September 2024

An open call in collaboration with the prestigious TBA21-Academy to explore Caribbean narratives and oceanic subjectivity through interdisciplinary dialogues.

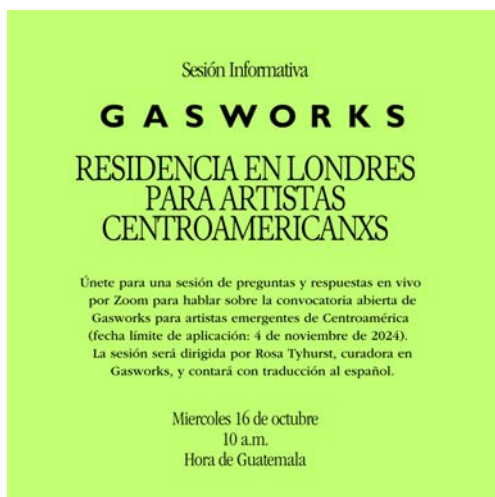
**Objective:** To foster critical reflections on regional fragmentation.

**Applications Received:** Over 120 international submissions.

**Reach:** 200+ virtual participants.

## COLLABORATIVE INFORMATION SESSIONS

To create a network of sister organizations, in 2024 we began cross-collaborations with international partners who offer opportunities for Central American artists. By providing the framework of the information session and Spanish translation, LNF helps the diffusion of opportunities that benefit the whole region while positioning itself as the privileged interlocutor in Central America for foreign arts organizations.



### **Info Session Gasworks Open Call**

La Nueva Fábrica and Gasworks held an info session about the Gasworks residency call for Central American artists.

**Objective:** To provide details about the application process and facilitate Spanish translation.

**Speaker:** Rosa Tyhurst, Curator at Gasworks.

**Reach:** Virtual session open to artists and cultural managers.



### **Info Session Skowhegan Summer Program Call**

In 2024, La Nueva Fábrica collaborated with Skowhegan to disseminate their open call and facilitate access for Spanish-speaking & Central American artists.

**Objective:** To provide key information about the application process.

**Participant:** Ruth Estévez, Co-Director of Skowhegan.

**Reach:** Live session on Zoom with a wide international audience.





### Info Session

#### IFA CCP Fellowship 2025 Call

In 2024, La Nueva Fábrica partnered with IFA to provide detailed information about the 2025 CCP Fellowship call, aimed at cultural managers and civil society actors interested in working with non-profit organizations in Germany.

**Objective:** To facilitate access to this fellowship by offering key guidance on the application process.

**Reach:** Live session on Zoom with a wide international audience.

## INSTITUTIONAL PARTNERSHIPS

As part of our institutional progress, we established dialogues and collaborations with international and national organizations. These initiatives strengthened LNF's presence and engagement with the global art scene.



### Collaboration with the Ministry of Culture of Guatemala

La Nueva Fábrica reaffirmed its commitment to cultural heritage by collaborating for the first time with the Ministry of Culture of Guatemala on the exhibition *Before We Were Named, We Already Had a Name*, presented at the National Palace of Culture.

The exhibition presented for the first time artworks by Maya artists from the collection of the national Pinacothèque. As part of this partnership, La Nueva Fábrica funded the salary of Ketzali Perez, the only Maya curator leading the project.





### **Collaboration with the US Embassy on a special event and exhibition to promote Guatemalan artists**

La Nueva Fábrica collaborated with the US Embassy on the development of a special event and exhibition at the residence of the US Ambassador, with the aim of bringing together and promoting Guatemalan artists. LNF had the opportunity to participate in the opening remarks, alongside the President of Guatemala Bernardo Arévalo.



### **Collaboration with the 2024 Toronto Biennale on the presence of Angélica Serech**

LNF was the sponsor of Angélica Serech's trip to attend the opening of the 2024 Toronto Biennale. Our director, Ilaria Conti, accompanied artist Angélica Serech at the opening of the Biennale, curated by Miguel López and Dominique Fontaine. Angélica presented an artwork especially commissioned for the occasion, *El viaje de Yibo*, which reflected on the challenges migrants face when crossing borders and adapting to new cultures.



### **Collaboration with LA ESCUELA\_ on the Educational Project *The Fluidity of Bodies***

La Nueva Fábrica developed *The Fluidity of Bodies*, a collaborative project with LA ESCUELA\_, Siemens Foundation's initiative to support Latin American art. Artists Seba Calfuqueo and Sophia Arrazola, along with students from the Santa Ana Municipal Institute, explored the relationship between bodies, water, and community through immersive workshops and a sound tour of the Santa Ana forest. There, they recited a poem woven into a sound device constructed with

recycled materials, highlighting how collective action can protect bodies of water.



### Collaboration with TBA21

In 2024, La Nueva Fábrica reaffirmed its commitment to transdisciplinary education and artistic research by serving as a key partner in promoting the OCEAN / UNI open call, facilitating access for Guatemalan participants to this prestigious university-level pedagogical program.

OCEAN / UNI, developed by Thyssen-Bornemisza Art Contemporary (TBA21), is an international initiative that integrates art, activism, and science to foster new ways of thinking about marine ecosystems. Through an innovative approach, the program encourages critical exploration beyond traditional land-sea dichotomies, promoting interdisciplinary dialogue to strengthen research and environmental action.

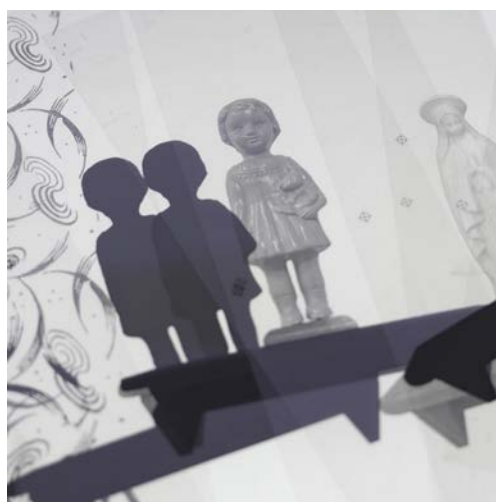
As part of this collaboration, La Nueva Fábrica contributed to expanding the program's reach in Guatemala, enhancing access to training and exchange opportunities in globally relevant contexts. Furthermore, this alliance laid the groundwork for future collaborations dedicated to environmental research and education, strengthening La Nueva Fábrica's engagement in global advocacy spaces.



### Fellowships for the Winter Solstice Laboratory with Proyecto Parutz'

Through a collaboration with Proyecto Parutz', La Nueva Fábrica funded two 50% scholarships for the first Winter Solstice Laboratory, enabling individuals from diverse backgrounds and territories with limited financial resources to participate in this residency. The inaugural edition of the Laboratory was a unique project that brought together diverse forms of Mayan

knowledge shared through a week-long workshop open to international participants from different disciplines, selected through an open call. The Lab was led by renowned Maya thinker Gladys Tzul Tzul. La Nueva Fábrica's partnership reaffirmed the organization's commitment to foster exchanges around Indigenous knowledge systems and practices in Guatemala and beyond.



### **Collaboration with Lubljana Museum on *The Holy Corner***

Originally presented at the 35th Ljubljana Biennale of Graphic Arts, *The Holy Corner* was conceived as a portfolio of commissioned works designed to foster new networks of dialogue and collaboration. At La Nueva Fábrica, this iteration took on new dimensions through the intervention of Guatemalan artist Edgar Cael, whose practice deeply engages with ancestral knowledge, spirituality, and contemporary social realities.

This collaboration underscored La Nueva Fábrica's commitment to fostering exchanges between global and local artistic practices, creating spaces for critical reflection and collective action.



### **Book Presentation and Workshop with FLOTAR Brasil**

La Nueva Fábrica hosted the presentation in Guatemala of *A história de um botão* (*The Story of a Button*), a book written by Laura Castro in collaboration with Rita Oliveira and Talita Tamykuã of the Pataxó People of Brazil, members of the LUÁ PATAXÓ collective, and graphic artist Prince Áddamo.

Supported by the Artistic Mobility Grant Program of FUNARTE - Brazil and FLOTAR, this initiative

strengthened artistic exchange and dialogue on Indigenous knowledge and creative practices across Latin America.



### Documentary Screening of *Guacamayas* with the Foundation for Latin American Anthropological Research

La Nueva Fábrica collaborated with the Foundation for Latin American Anthropological Research (FLAAR) in the presentation of *Guacamayas*, FLAAR's latest documentary. Narrated in Kaqchikel language with Spanish subtitles, the film explored the cultural and ecological significance of macaws, emblematic symbols of Mesoamerican heritage, now endangered due to habitat loss in the tropical regions of the Americas.

Through this partnership, La Nueva Fábrica reaffirmed its commitment to promoting environmental awareness and the preservation of Mayan Indigenous languages and cultural heritage.



# INTERNATIONAL OUTREACH

## PROGRAMS ABROAD



### **LNf Private Trip - Mexico and Guatemala**

In February, La Nueva Fábrica organized its first Private Art Trip. In Mexico City, we explored spaces such as MUAC, Casa Gilardi, and ZONA MACO, among other institutions, in addition to a private visit to the studio of artist Tania Candiani.

In Guatemala, we visited Galería La Extra, Proyectos Ultravioleta, and the studios of Angélica Serech, Edgar Calel, Rosina Cazali, Regina José Galindo, among other prominent artists.



### **MASS MoCA - Josué Castro**

Artist Josué Castro developed a creative process during his residency at the MASS MoCA studios. His project, inspired by the phrase And That devil Walks Sad and In Silence, offers a glimpse of the work that will soon be exhibited in íNTIMO, our project space.

## VISITS ABROAD



### **Mondriaan Fund - Netherlands**

In April 2024, La Nueva Fábrica participated in a curatorial trip to the Netherlands, exploring future collaborations under the invitation of the Mondriaan Fund. During this trip, we had the opportunity to interact and exchange perspectives with institutions such as Stedelijk Museum, Rijksakademie, Kunstinstituut Melly, and more. We shared this experience with prominent institutions from Central America, such as the Museum of Contemporary Art of Panama and the Museum of Art of El Salvador.



### **Collaboration with the 2024 Toronto Biennale on the presence of Angélica Serech**

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## CIMAM Travel Grant

La Nueva Fábrica was honored that CIMAM selected its Director, Ilaria Conti, as a recipient of the **CIMAM Travel Grant** to attend the **56th Annual Conference** in Los Angeles.

Titled *Sustainable Futures: How? When? For Whom?*, the conference took place from December 6 to 8, co-hosted by The Museum of Contemporary Art (MOCA), the Hammer Museum at UCLA, and the Los Angeles County Museum of Art (LACMA).

Through this opportunity, La Nueva Fábrica participated in important discussions on sustainability in the arts and was committed to bringing the knowledge gained back to its community in Guatemala.

La Nueva Fábrica also attended international art events including the ZONA MACO art fair (Mexico City), ARCO art fair (Madrid), the 2024 Venice Biennale, the Fall Gala of the Center for Art, Research, and Alliance (New York), and Art Basel Miami Beach.

## INSTITUTIONAL IMPROVEMENTS

### ADMINISTRATION

In 2024, La Nueva Fábrica implemented key administrative changes to optimize internal management. **New contracts for exhibition commissions, workshops and lecturers, and artwork loans were introduced**, strengthening transparency and professionalism in collaborations.

Additionally, the adoption of **new systems for budgeting and monitoring** improved resource planning, control, and efficiency.

Activity organization was streamlined through **an annual calendar**, ensuring effective execution and an enhanced ability to forecast programming, which has now led us to be able to work on **exhibitions for all of FY 2026**

### FACILITIES

In 2024, we made significant infrastructural upgrades and repairs:

- A dedicated office space was established for the team, enhancing collaboration and strategic planning.
- The entire office storage was reorganized. New shelving was implemented for both office and archive spaces.
- Fire safety and overall safety and camera monitoring were upgraded
- Our facade and entrance stairs were renewed
- Lighting in key areas was redesigned
- New street signage was added to increase visibility
- We collaborated with the Municipality to install directional signage across Santa Ana, making it easier for visitors to find LNF

### RESIDENCY SPACE

Subtle yet effective renovations were made to the residency house: the second bedroom was fixed and its furnishings were renovated, lighting was improved, new bedding was introduced, and a wardrobe was installed. These upgrades enhance our hospitality, providing a more functional and welcoming space for artists, curators, and collaborators.

## TEAM

We implemented improvements in the team's workflow by establishing profiles with clear responsibilities and goals. This optimized management and increased productivity. These adjustments allow for more efficient resource administration and a quicker execution of our programs and projects.

We also transitioned from a full-time on-staff Production person to a freelance system of producers hired only during new exhibition installations.



**Belén Zelada** joined La Nueva Fábrica in January 2024 as an assistant in security and installations. Over time, she integrated into different areas of the organization. She has provided support with coordination, maintenance, archives, and guided tours. Currently, she is responsible for the security and mediation in the gallery, the maintenance of the space, and the digitization of archival materials.

### OUR CURRENT TEAM

**Sophia Arrazola**  
Impact Coordinator

**Natalie Bran**  
Coordination Assistant

**Ilaria Conti**  
Executive Director and Chief Curator

**Jamie Denburg Habie**  
Co-founder

**Jaime Galindo**  
Security

**Patricia Gómez**  
Felisa Café

**Christa Krings**  
Communications

**Ana Lucía Montufar**  
Coordinator

**Carlos Pol**  
Archive Assistant

**Dora Quinteros**  
Felisa Café

**Belén Zelada**  
Assistant

## COMMUNITY ENGAGEMENT AND VISITORSHIP

In 2024, La Nueva Fábrica experienced significant growth in visitor outreach, reaching a **total of 4,815 people**.

Exhibition Tickets Sold	3,544
Special Visits	1,175
VIP Visits	96
<b>Annual Total of Visitors</b>	<b>4,815</b>

The success of 2024 emphasizes the value of strategic partnerships, innovative programming, and activities targeting both local and international communities. La Nueva Fábrica continues to position itself as a cultural reference in Guatemala and the region.

### TICKETS SOLD

- **Local ticket revenue:** Increased by **73%**, from Q6,500.00 in 2023 to Q11,280.00 in 2024.
- **International ticket revenue:** Grew by **120%**, from Q8,700.00 in 2023 to Q19,200.00 in 2024.

Exhibition	Tickets Sold
Margarita Azurdia: Universo Doc.	1,362
Ru Raxal Qa Rayb'äl	1,730
Para Curarnos el Susto*	452

\*First two months of exhibition only

For 2025 we are implementing a system to gather and analyze information on visitor demographics, which will be crucial in improving our outreach efforts and for fundraising purposes.

## THE IMPACT OF SPECIAL VISITS

Special groups and VIP visits (non-paying visitors) represented an average of 20% of the total audience per exhibition, with a maximum of 30% for *Ru Raxal Qa Rayb'äl*. The collaboration with schools, universities, and cultural representatives expanded the regional reach.

Exhibition	Special Visits
Margarita Azurdia	287
Ru Raxal Qa Rayb'äl	525
Para Curarnos el Susto*	363

\*First two months of exhibition only

In 2024, we had the honor of hosting several international visits that strengthened our global network of collaboration. Among the most notable were the visit of the **Ambassador of Peru**, the high-level representatives of the Italian government, and the **Ambassador of the United States**. We also had the privilege of welcoming collector **Ella Cisneros**, the curators of the **Thyssen-Bornemisza Museum**, which facilitated valuable cultural and knowledge exchanges. These visits highlight the international significance and commitment of our work in the artistic and cultural fields.

## NEIGHBORHOOD RELATIONS

In 2024 we intensified the **collaboration with the Municipality of Santa Ana**, where LNF is located. We developed **joint initiatives with the municipality** and served as sponsors for a series of community events, such as Children's Day, that brought new visitors and a new sense of proximity to our neighbors. This has led to a new influx of neighbors participating in our activities and getting to know our organization.

We also developed **closer relations with the Public School of Santa Ana**. Its students were involved in several special workshops offered by LNF, thus establishing a direct relationship that we hope to expand in the future.

## BEYOND THE NEIGHBORHOOD

For select events, **we provided coach buses that would take publics from communities interested in attending our openings to LNF**. We experimented with this both for the Edgar Calel show and for *para curarnos el susto*, with outstanding results.



## COMMUNICATIONS

In 2024, La Nueva Fábrica strengthened its position as a leading cultural space in Guatemala and Central America, consolidating its outreach and digital communication strategy. Through an organic approach and strategic collaborations, the reach of its programming expanded, optimizing visibility both locally and internationally.

We implemented a **comprehensive local promotion strategy** to expand community engagement. This new approach includes **targeted poster distribution** (30+ hotels, cafés, stores galleries), **door-to-door outreach** in our neighborhood, **strategic posts in dedicated leisure-time activity groups on Facebook**, and a **significant increase in WhatsApp messaging**, leveraging an expanded database of contacts.

### INSTAGRAM GROWTH

**+15% new followers: 3,700+ users**

Key Strategies:

- No paid campaigns, growth based on organic reach.
- Rescheduling posts to midday = increased audience.
- Bilingual content (ES/EN) and diversified formats (carousels, reels).

### SOCIAL MEDIA COMPARISON (2023-2024)

<u>Year</u>	<u>Platform</u>	<u>Total Audience</u>	<u>Women (%)</u>	<u>Men (%)</u>	<u>Main Age Group</u>
2023	Instagram	3,000,000	53%	47%	18-34
2023	Facebook	8,400,000	50%	50%	25-44
2024	Instagram	3,400,000	52.7%	47.3%	18-34
2024	Facebook	8,450,000	49%	51%	25-44

The sustained growth in visibility and digital reach reaffirms La Nueva Fábrica's role as a cultural and artistic reference. The implementation of organic strategies, international collaborations, and

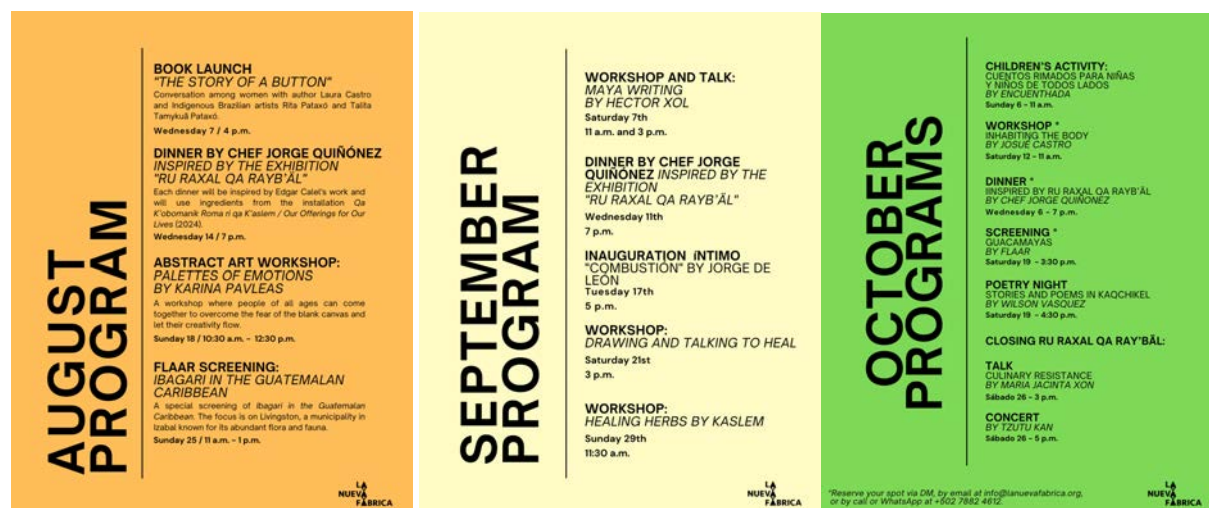
greater operational optimization has strengthened its impact, preparing for 2025 with greater opportunities for expansion and innovation.

## NEWSLETTER

In 2024, La Nueva Fábrica saw a remarkable increase in its Mailchimp database, growing from 290 recipients in 2023 to 4,563 in 2024. This represents an **increase of over 1,470%**, reflecting the effectiveness of our expanded outreach efforts and engagement strategies.

## MONTHLY AGENDAS

To strengthen our outreach and program promotion, we began publishing a monthly program agenda in English and Spanish on our social networks and produced printed paper versions that we distribute to over 30 hotels, restaurants, and businesses across the city of Antigua.



## WHATSAPP

In 2024 we implemented a database of WhatsApp numbers of visitors interested in receiving text messages about upcoming programs.

## FACEBOOK GROUPS

Another improvement that proved key was the regular publication of LNF events on leisure-time activities Facebook Groups, which allowed us to reach new audiences.

## NEIGHBORHOOD DIRECT ENGAGEMENT

Another step was taken through direct forms of engagement with the neighborhood of Santa Ana. Our team members Natalie and Belen promoted our upcoming events with neighbors, stores, and key players in the neighborhood, thus providing a personal approach to the program's promotion.

## STORE



LNF'S store experienced significant growth in 2024, **with a 130% increase in gross revenue compared to 2023.**

A key focus has been refining our product selection to establish the store as a leading destination for contemporary art books—many unavailable elsewhere in Central America—alongside select design items. Notable additions include the Azurdia book from the Reina Sofía Museum and catalogues from the 2024 Venice and Toronto Bienniales.

## FELISA CAFÉ



In 2024, Felisa Café redesigned its menu based on consumption patterns and visitor needs, prioritizing an affordable offer of Guatemalan comfort food while optimizing operations by reducing the number of dishes. Additionally, the garden bar was activated for special events, and the kitchen collaborated with La Nueva Fábrica's activities, eliminating the need for external providers. These strategies strengthened the team's connection to the project and contributed to more efficient operations.

Felisa Café's total sales increased of **11.6%**.

The overall performance has been positive, but demonstrates the need to expand the Café's efforts in order to solidify its relevance and sustainability.