

SEO PRESENTS

CONCIERGE

THE NEW TRAVEL GUIDE FOR
FORMULA ONE DESTINATIONS
MEXICO CITY 1ST EDITION



SEO
SPORTING EVENT ORGANISATION

EDITORS LETTER



Whenever I'm visiting a new city for leisure or for work, I ask my friends living there if they can give me their best tips...

The top boutique hotels to stay at, the shops where you can find something special, the most vibrant markets, the best local restaurants ... Sometimes it is not easy to find these places because they are not on the map or mentioned in the guidebooks. These are special places, a bit secret, the kind of places you would take your best friend when they come to visit.

With friends' recommendations, my approach to the city is completely different. I do not feel like a tourist but I feel that I have some privilege... and I am not wasting my time!

The aim of this simple travel guide dedicated to F1 followers, is to share some of my tips with you. I wish you a memorable stay in Mexico City!

MONICA HEAD
SPECIAL EVENTS ORGANIZATION
FOUNDER AND CEO

Find out more at www.seonet.co.uk

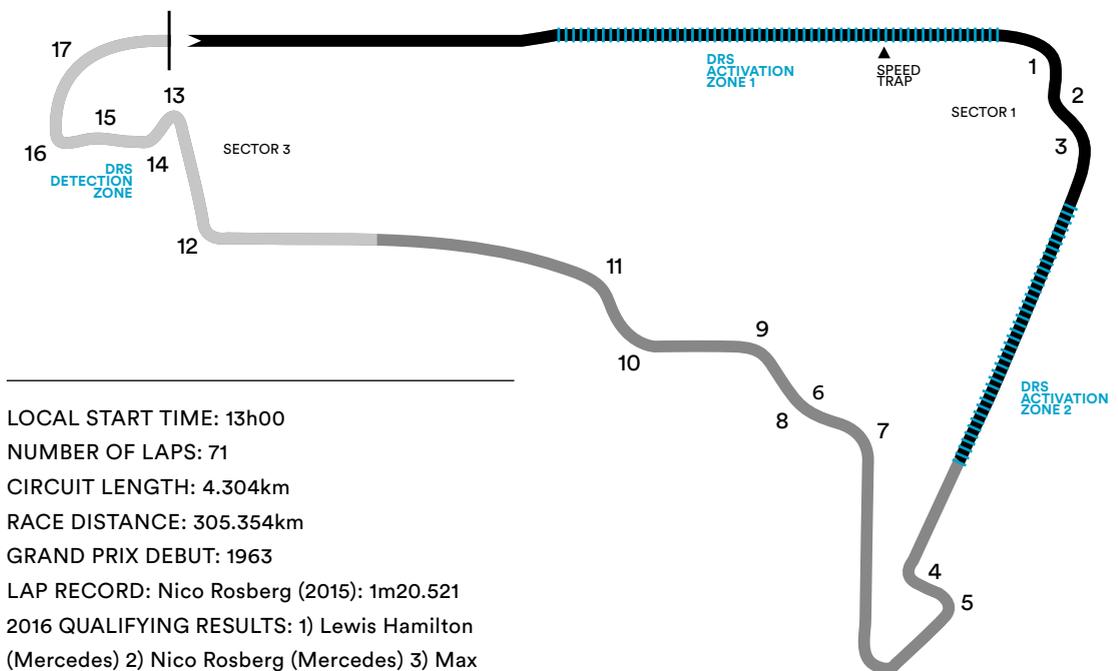
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CIRCUIT GUIDE

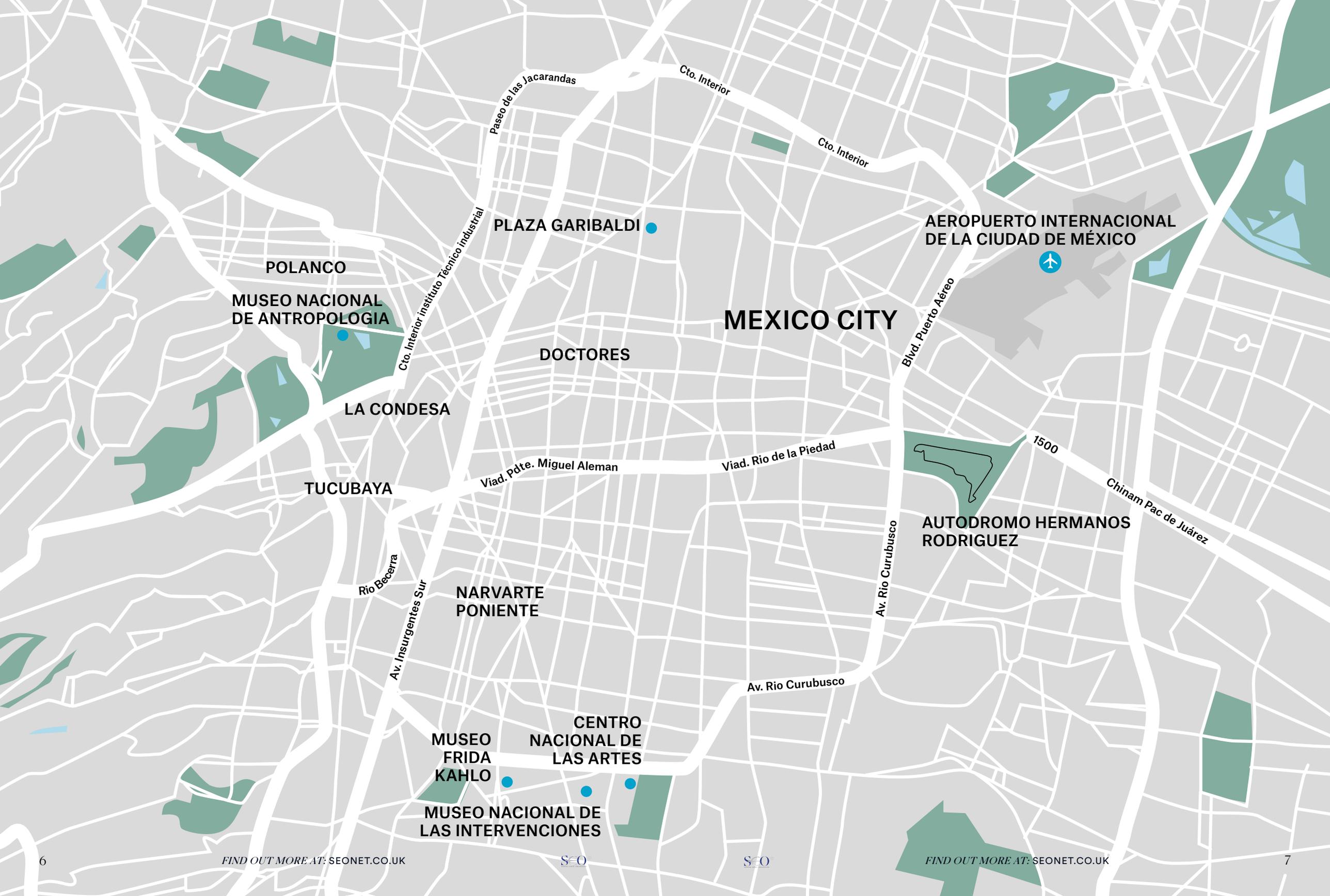
Mexico was reinstated to the Formula One calendar in 2015 and has become one of the most popular races on the calendar attended by just under 150,000 fans.



LOCAL START TIME: 13h00
 NUMBER OF LAPS: 71
 CIRCUIT LENGTH: 4.304km
 RACE DISTANCE: 305.354km
 GRAND PRIX DEBUT: 1963
 LAP RECORD: Nico Rosberg (2015): 1m20.521
 2016 QUALIFYING RESULTS: 1) Lewis Hamilton (Mercedes) 2) Nico Rosberg (Mercedes) 3) Max Verstappen (Red Bull Racing Tag Heuer)
 2016 RACE RESULTS: 1) Lewis Hamilton (Mercedes) 2) Nico Rosberg (Mercedes) 3) Daniel Ricciardo (Red Bull Racing Tag Heuer)

PRACTICE 1	Fri 10:00 – 11:30
PRACTICE 2	Fri 14:00 – 15:30
PRACTICE 3	Sat 10:00 – 11:00
QUALIFYING	Sat 13:00 – 14:00
RACE	Sun 13:00 – 15:00

REMAINING F1 AND FE RACES 2017	
Mexican Grand Prix	29th October
Brazilian Grand Prix	12th November
Abu Dhabi Grand Prix	26th November
Hong Kong E-Prix	2nd December



MEXICO CITY

POLANCO
MUSEO NACIONAL DE ANTROPOLOGIA

PLAZA GARIBALDI

AEROPUERTO INTERNACIONAL DE LA CIUDAD DE MÉXICO

DOCTORES

LA CONDESA

TUCUBAYA

AUTODROMO HERMANOS RODRIGUEZ

NARVARTE PONIENTE

MUSEO FRIDA KAHLO

CENTRO NACIONAL DE LAS ARTES

MUSEO NACIONAL DE LAS INTERVENCIONES

Paseo de las Jacarandas

Cto. Interior

Cto. Interior

Cto. Interior Instituto Técnico Industrial

Bld. Puerto Aéreo

Viad. pôte. Miguel Aleman

Viad. Rio de la Piedad

1500

Chinam Pac de Juárez

Río Becerra

Av. Insurgentes Sur

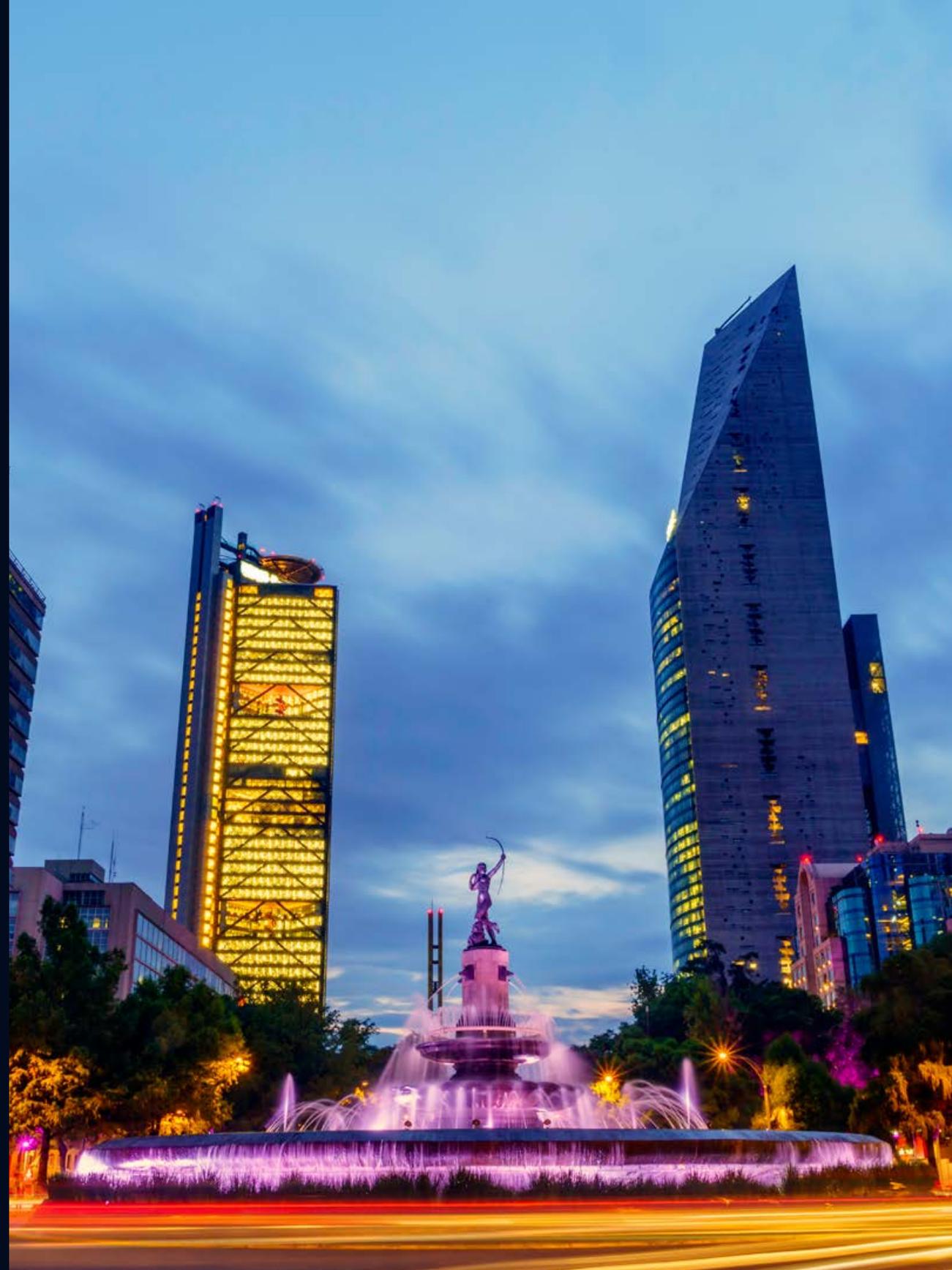
Av. Rio Curubusco

Av. Rio Curubusco



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MEMORIES
OF MEXICO
FROM
FORMULA ONE
INSIDERS:
SIR PATRICK HEAD
JO RAMIREZ
HECTOR REBAQUE
SERGIO PEREZ

MEMORIES OF MEXICO FROM FORMULA ONE INSIDERS: SIR PATRICK HEAD

The Mexican GP at the Hermanos Rodrigues track near Mexico City brings back colorful memories for me.

Williams have managed three first- and second-places at the track in 1987 with Mansell and Piquet and the Honda turbo engine, and in '91 and '92 with Patrese and Mansell (reversed in '92) with Renault power.

In 1989 we stayed in a small hotel with about ten stories, and a helicopter pad on top, larger in diameter than the width of the hotel.

Each day a Bell Huey helicopter, ex-Vietnam, with an ex-Vietnam Mexican pilot would fly back and forth from hotel to circuit.

For my first trip on the helicopter, the passengers kept on coming, with no control. There were no seats, we just jammed in the back and when there was physically no more room, the pilot decided to go.

He wound the rotor up to well over speed,





MEMORIES OF MEXICO



and then pulled on the collective. The helicopter, despite being well overweight, leapt up, but could not maintain height. We dropped rapidly from the roof of the hotel, with the pilot yelling “yee haw”, gained forward speed and translational lift, and ceased dropping just above ground level, with the pilot turning hard to keep to the gaps between buildings.

Ten minutes later, we tumbled out of the helicopter at the circuit. Only those with some knowledge of flying helicopters knew how close we had been to a statistic.

The race was won by Ayrton Senna in a McLaren Honda, with Riccardo Patrese second in our first year with the Renault V10.

On returning to the hotel by car after the race, I found the building seriously on fire and no access possible. Luckily I had already packed my bag and taken it with me. I went straight to the airport and flew to Orlando to stay with a friend who was working for Disney, installing the hardware and controls for the Indiana Jones Epic Tour.

I expected to stay for three relaxing days before moving on to Phoenix for the GP there, but my friend was working under great pressure to solve some problems, including the directional control of the three 150-ton pieces of mobile scenery. I don't think I saw my bed while trying to assist. The scenery was expected to be used for five years and then scrapped, but I understand that it is still being used 28 years later.

There was no GP from 1993 to 2014, but F1 returned to a modified track in 2015, sadly with the high speed Peraltada corner modified to a tight section, that corner being famous for Nigel Mansell's over take of Gerhard Berger around the outside in 1990.

BIO:

Sir Patrick Head (born June 5, 1946) is co-founder and former Engineering Director of the Williams Formula One team.

He was awarded a knighthood after nearly 40 years spent guiding the Williams F1 Team in partnership with Sir Frank Williams. Under his technical guidance the team achieved nine Constructors' Championships, second only to Ferrari, and seven Drivers' Championships for Alan Jones, Keke Rosberg, Nelson Piquet, Nigel Mansell, Alain Prost, Damon Hill and Jacques Villeneuve.

The team set many design standards, winning two championships with active ride suspension, sequential automatic transmissions, and a number of other developments now regular standards. For thirty years Williams was always a leading team, vying with Ferrari, Brabham, Renault, Ligier, McLaren and others for race wins, a position the team is currently working to return to.

MEMORIES OF MEXICO FROM FORMULA ONE INSIDERS: JO RAMIREZ

The first Mexican GP was run in 1962 as a pre-race to qualify for the first GP the following year, and we had our own Mexican driver Ricardo Rodriguez, a very gifted young man who was signed by Ferrari at the end of 1961 to do the full 1962 season after participating in the Italian GP and qualified on the front row next to Von Trips, the first of the Ferrari drivers, and became the youngest ever driver to achieve such an accolade.

However, for the Mexican race Ricardo did not have the same luck. While trying to qualify, exchanging pole position with British driver John Surtees, his Lotus car left the track at the entrance of the Peraltada corner, hitting the top guardrail and then the bottom and sending Ricardo out of the car. As they put him in to the ambulance, he reputedly shouted, "Please do not let me die, please don't let me die". He had lots of talent but no safety belts or anything that might have prevented his death that day, November 1, 1962, and with it the Mexican hope of having an F1 Champion.





BIO:

Joaquín Ramírez Fernández (born August 20, 1941, Mexico City) came to Europe with his friend Ricardo Rodríguez in 1961. Jo worked in many roles in Formula One, and from 1984 to 2001 he was coordinator of the McLaren Formula One team, including during the infamous Prost / Senna clash of the late-1980s.

He is co-author of the Carrera Panamericana that was first run to celebrate the inauguration of the Panamerican Highway, and traversed the length of Mexico, from Tuxtla in the south to Juárez near the Texas border.

MEMORIES OF MEXICO

His older brother Pedro was also a driver but not quite in the same league. They used to race together in sport car races and Ricardo was always at least a second quicker, however, after Ricardo's death Pedro came out of the shadow of his younger brother and became a much improved driver, winning the South African and Belgian GPs and becoming the best wet weather driver in the business at the time. He was able to participate in later Mexican GPs until sadly he was killed in a minor sports car race in Germany in 1971. But that was Pedro, a born racer who would even race a wheel-barrow if anyone offered him one to race.

After his death, the name of the track was changed from Magdalena Mixhuca to Autodromo Hermanos Rodriguez, and rightly so.

The second stage of the Mexican GP was from 1986 to 1992, but from then on it was very difficult to continue to stage the race without a Mexican driver, although Hector Rebaque and Moises Solana did some driving in F1. But with the arrival of Esteban Gutierrez and Sergio Perez, thanks to the Escuderia Telmex and all the work they do helping Mexican motor sport.

The GP finally returned to Mexico in 2015 after a 23-year absence, and by then the Mexican fans were eager to have the racers back in town. The result has been an unbelievable experience. Personally after 40 years plus in the sport, I was given the roll of Ambassador, for which I felt very honored.

I was invited for the presentation of the circuit a month before the first GP and everything still needed a lot of work, and made me very apprehensive that if they did not finish on time Bernie would crucify us and take the race away.

However, a month later everything was done to a first-class standard. We had 340,000 people over the three days. They made such an event that F1 people talked about it for months.

The GP won the prize for the best organized race, and repeated the feat again last year, attracting even more spectators. I would not be surprised if we win it again this year too.

THE GREATEST RACE ON EARTH

La Carrera Panamericana is arguably the greatest, and one of the most dangerous, races on earth, a border-to-border marathon stretching right across Mexico from Ciudad Juarez to Chiapas. In 1991 director Ian McArthur filmed a documentary of the race. That year, the participants included several members of Pink Floyd, among them guitarist David Gilmour, drummer Nick Mason and manager Steve O'Rourke. The band later provided the soundtrack to the film.

During the event, David Gilmour crashed his car, and although he didn't suffer any injuries, Steve O'Rourke (his map-reader and Pink Floyd's manager) broke his leg. More successful was drummer Nick Mason who ended up eighth overall with racing legend Valentine Lindsay as his co-driver.



MEMORIES OF MEXICO FROM FORMULA ONE INSIDERS: HECTOR REBAQUE

Talking about the Autodromo Hermanos Rodríguez is a special feeling for me because it was there as a teenager that I began to live a wonderful dream of unforgettable experiences with the goal of reaching F1.

The original layout of the track had a great balance. It was without question one of the most beautiful tracks in the world, with iconic curves such as the spiral at the end of the main straight, the slowest and the highest velocity speed between two lines of the circuit. This layout allowed us to have four exciting overtaking points.

I cannot fail to mention that this circuit was originally built so the Mexican F1 fans could see their two great, Ricardo and Pedro Rodríguez. Ricardo tragically died on the bend during the inauguration of the track. Today the track has been modified to comply with all the new FIA specifications, making it a much safer track with better facilities, but unfortunately it has lost its





MEMORIES OF MEXICO



BIO:

Racing seasons: 1977–1981

Entries: Lotus 58 (41 starts)

Career points: 13

First entry: 1977 Belgian Grand Prix

Last entry: 1981 Caesars Palace Grand Prix

Héctor Alonso Rebaque (born February 5, 1956 in Mexico City) is a former racing driver from Mexico. He participated in 58 Formula One GPs, debuting on 5 June 1977. He scored a total of 13 championship points. He also ran his own Formula One team, Rebaque, in 1978 and 1979. Usually he raced Lotuses but for the last three races in 1979 he fielded his own car designed by Penske, which he called the HR100.

In the middle of 1980, he replaced Ricardo Zunino as Nelson Piquet's team mate at Brabham, where he stayed throughout the 1981 season achieving his best Formula One results, finishing 10th overall in the Championship.

Rebaque No. 6 in 1981 Dutch GP.

He also drove in the 1982 CART IndyCar season for Forsythe Racing, including the 1982 Indianapolis 500 where he finished 13th after a pit fire on lap 151. He won his final CART race, which was the first one held at Road America. However, he was injured a week later in a testing crash at the Milwaukee Mile and decided to return to road racing as he felt oval racing was too dangerous.

essence and original balance, turning it into an extremely curved track, practically nullifying the overtaking areas.

As I said, everything started for me at this track, and the conviction that I would reach F1. I could never have imagined that there would not be a Grand Prix in my hometown during those times.

During my career in F1, I've had many satisfactions. One was when my father and I started the great adventure of a Mexican Escuderia, creating the Rebaque Formula One Team, with which we managed to score for the world drivers' championship. The adventure of Formula One Team Rebaque went even further when we built the Rebaque HR100, still to this day the only Mexican car to take part in the big prizes.

The Rebaque F1 team came to an end for various reasons in late 1979. This road gave me the opportunity to fulfill the dream of any young rider, to reach one of the great Escuderias – The Brabham F1 Team where Bernie Ecclestone, an iconic figure in the racing world, gave me the opportunity to participate as a teammate of the great Nelson Piquet. There I experienced some of the best moments of my career such as the great awards at Imola 1980, Argentina 1981 and Holland 1981, among others. That was also the year in which Nelson obtained his first title as world champion in the Brabham team.

Thirty years passed and we have new Mexican drivers who have greatly increased the sport's popularity, such as Checo Perez who has accumulated a great deal of experience and many outstanding performances over the last six years.

The great passion of the Mexicans for the sport makes the award ceremony one of the most emotional in the world. Viva Mexico!

MEMORIES OF MEXICO FROM FORMULA ONE INSIDERS: SERGIO PEREZ

In Mexico do you expect a lot of supporters during the weekend?

My fans give me the impression I am a great driver. They are my best supporters.

I only wanted to be a F1 driver and a bigger champion. I want to be a world champion and a special champion. Let see what the future prepares for us.

Here I want to become a world champion. Not only the race is fantastic in Mexico, but the people. Everyone is very passionate about Formula 1.

Q What is the best moment for you in Mexico?

Every year is great. Feeling the passion of the crowd. I am a very fortunate and spoilt driver. Very few drivers have that level of support and passion of a race at home. It is amazing to have that sort of support.



BEYOND THE TRACK

The top boutique hotels to stay at, the shops where you can find something special, the most vibrant markets, the best local restaurants ...

BOUTIQUE HOTELS

LAS ALCOBAS *****

This beautiful gem of a hotel has just 35 rooms and a great location opposite a tree-lined warren of restaurants and shops. It is all about the small details here – on arrival, you can choose which artisan soap you want in your room. And don't miss their margaritas. They're the best in Mexico City.

A: Av. Pdte. Masaryk 390, Paklok, Polanco III Secc, 11560 Mexico City, CDMX, Mexico
T: +52 55 3300 3900

STARA SAN ANGEL INN *****

Recommended by Hector Rebaque

This history-rich former hacienda is a must-visit. It has incredible service, beautiful rooms and also serves authentic Mexican and European food: chateaubriand, carne asada, mole, table-prepared Caesar salad, and desserts that are to die for.

A: 2ª Cerrada de San Angel Inn 4, cp 01790 del. Álvaro Obregón, México d.f, 01790 Ciudad de México, Mexico
T: +52 55 6266 6900

DOWNTOWN ****

Built in a 17th-century colonial building, Downtown boasts lofty ceilings, mouthwatering food, a beautiful roof terrace with pool, and attentive service. The rooms are very generous, with great terraces and comfortable beds.

Azul restaurant downstairs is not to be missed.
A: Calle Isabel la Católica 30, Centro Histórico, Centro, 06000 Ciudad de México, CDMX, Mexico
T: +52 55 5282 2199

HABITA HOTEL ****

Are you a lover of fireplaces? Then this is the place for you. Watch the fire crackle in the warm and social surroundings. If it gets too hot, you can take a dip in the rooftop pool.

The cocktails and snacks are delicious here, and they project local photos onto the adjacent building. Check out the award-winning spa and the barber shop on the ground floor.
A: Av. Pdte. Masaryk 201, Polanco, Polanco V Secc, 11560 Ciudad de México, CDMX, Mexico
T: +52 55 5282 3100



All Images:
DOWNTOWN

SPA

AURORA SPA

Situated in Las Alcobas Hotel, Aurora Spa is small but perfectly formed. Each of its quirky sounding treatments are inspired by the ancient cultures which once dominated Mexico and they really do make it stand out from the spa crowd in Mexico City. Ingredients such as agave and rompopo (eggnog) are blended with their carefully chosen aromatherapy oils to make sure the experience is both utterly Mexican and delightfully relaxing.

A: Las Alcobas, Presidente Masaryk 390, Miguel Hidalgo, Polanco, Ciudad de México, México
T: +52 55 3300 3900

REMEDE SPA

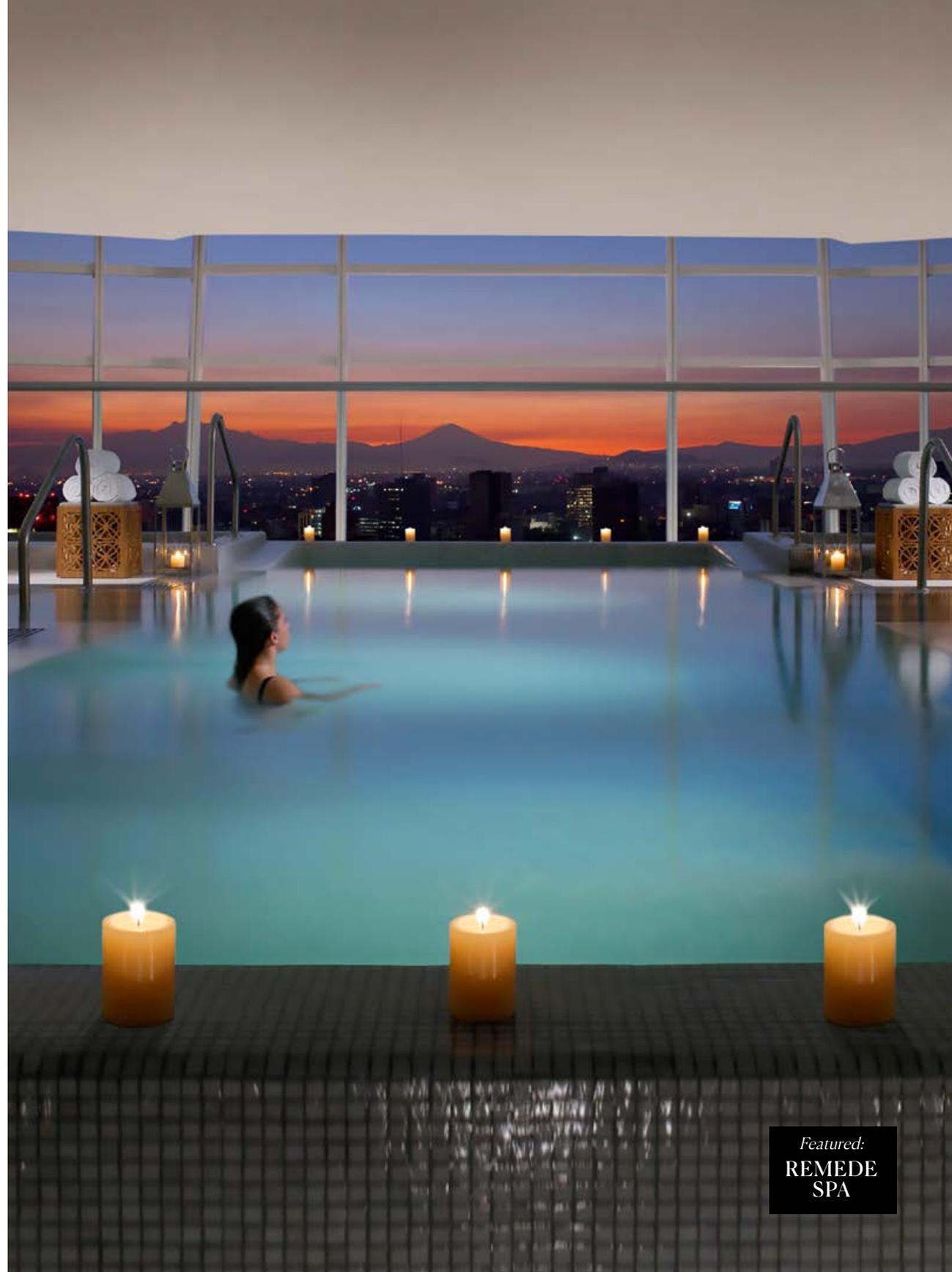
At the outstanding Remede Spa, the city's finest therapists treat you like a king or a queen. From rice body exfoliation to deep tissue massage, all the latest-generation spa equipment is available here.

A: Paseo de la Reforma 439, Cuauhtémoc, 06500 Ciudad de México, CDMX, Mexico
Phone: +52 55 5228 1828

HELA SPA

Hela Spa is renowned for its excellent deep tissue massages (amongst the many other massage options they offer) and couples' packages. Take advantage of the mixed-sex hot tubs, single-sex steam rooms and truly astounding panoramic views over Polanco, whilst the attentive staff attend to your every need.

A: Campos Elíseos 218, Piso 10, Hotel Presidente Intercontinental, Miguel Hidalgo, Polanco, Ciudad de México
T: +52 55 5280 3716



Featured:
**REMEDE
SPA**

EAT

QUINTONIL \$\$\$\$

Hidden behind an unassuming door is one of the best restaurants in the city Quintonil has quickly made its way to the top since opening in 2012 and won 10th place in Latin America's Best Restaurants just two years later. Former Pujol Chef Jorge Vallejo uses traditional of ingredients to create the most contemporary of flavors. Quintonil has a sophisticated but relaxed atmosphere, where customers can enjoy culinary skill alongside excellent service from Vallejo's wife, Alejandra Flores, who personally manages the front of house.

A: Quintonil, Newton 55, Polanco, Miguel Hidalgo, Ciudad de México, D.F, Mexico

T: +52 55 5280 1660

W: www.quintonil.com

SUD 777 \$\$\$\$

The menu explores the tastes of other countries but every dish has a connection to something Mexican, which makes the meal even more interesting. The combinations of flavours, textures and ingredients are simply excellent.

A: Blvd. de la Luz 777, Jardines del Pedregal, 01900 Alvaro Obregon, CDMX, Mexico

T: +52 55 5568 4777

W: www.sud777.com.mx

DULCE PATRIA \$\$\$\$

If you are looking for Mexican food with a twist, this is the place for you. Wonderfully decorated dishes and a true adventure for the taste buds. Be sure to try the "fire dance fish". Made with grilled halibut with pineapple and tamale, it's one of the best fish starters in all of Mexico.

A: Anatole France 100, Miguel Hidalgo, Polanco, 11560 Ciudad de México, CDMX, Mexico

T: +52 55 3300 3999

W: www.marthaortiz.mx

RUBAIYAT \$\$\$\$

If you love meat, then this is the place for you. Rubaiyat offers a taste of Brazil in Mexico City. Be sure to ask about their beef selection – a sample of every cut will be brought to your table. Aljandro makes you feel so welcome that it's like eating at home. With a chef. And service.

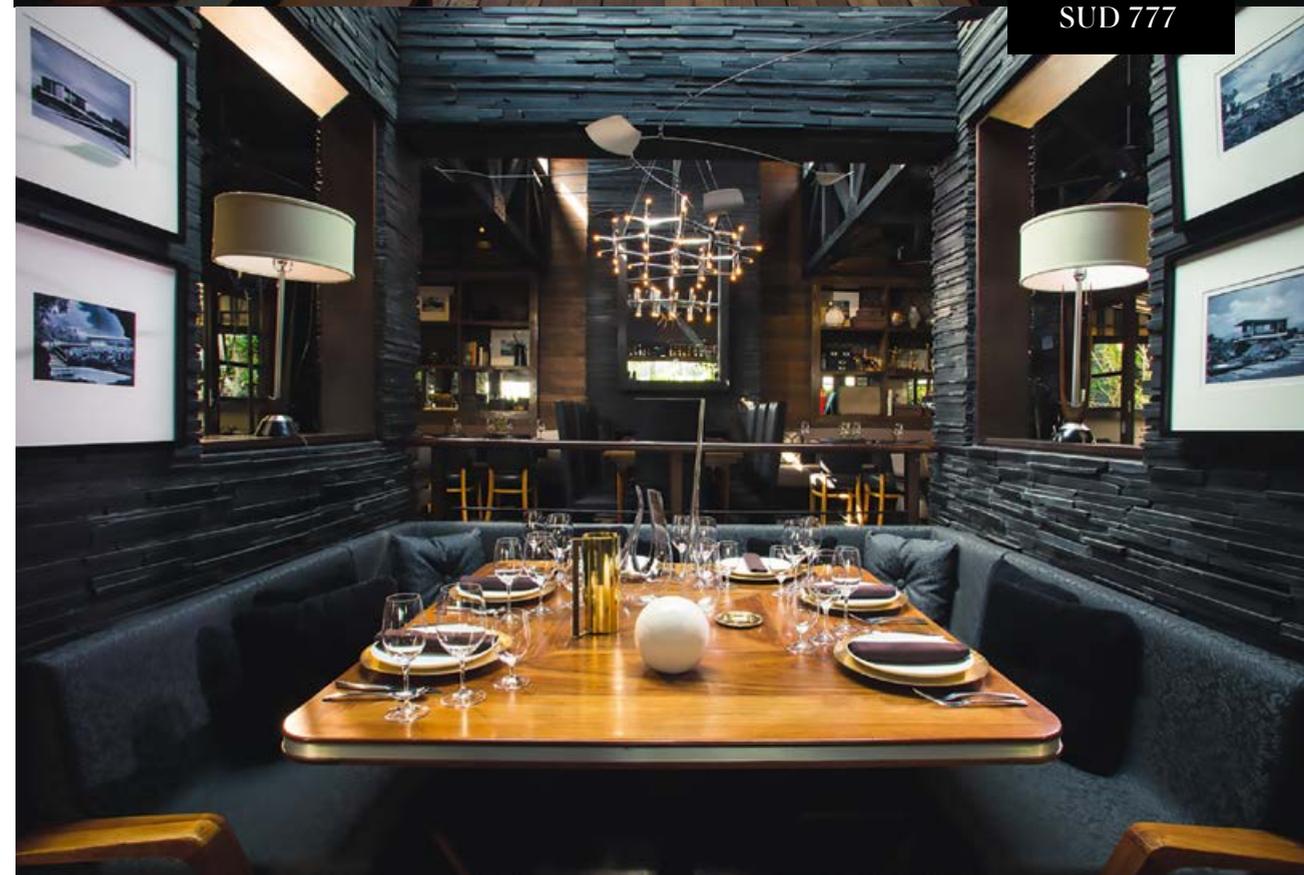
A: Avenida Presidente Masaryk 20, Chapultepec Morales, 11570 Miguel Hidalgo, CDMX, Mexico

T: +52 55 5545 0202

Phone: +52 55 5545 0202



Featured:
SUD 777



EAT

AZUL CONDESA \$\$\$\$

The restaurant is in a beautifully appointed room and garden. The high point is the service and the beautiful presentation. A very romantic place with attentive service. The ceviche comes highly recommended.

A: Nuevo León 68, Hipódromo Condesa, 06100
Cauhtémoc, CDMX, Mexico

T: +52 55 5286 6380

W: www.azul.rest

EAT

L'OSTERIA DEL BECCO \$\$\$\$

A jewel in the Polanco district, this restaurant is owned by Massimo Bottura who won an award for best restaurant in the world with Osteria Francescana in Modena. Try and get the table inside the wine cellar, which boasts the best selection of Italian wine in the city.

A: Goldsmith 103, Miguel Hidalgo, Polanco, 11550 Ciudad de México, CDMX, Mexico
T: +52 55 5282 1059
W: www.losteriadelbecco.com

PORFIRIO'S \$\$\$\$

Expect a feast for the senses at Porfirio's. Starters are served on little tricycles and pushcarts. Even the fries arrive on a grocery store cart. The live band helps keep the place buzzing. It's a night to remember with amazing ambience, top-notch food and attentive service.

A: Av. Presidente Masaryk 214, Polanco, Polanco V Secc, 11580 Ciudad de México, CDMX, Mexico
T: +52 55 5280 1494
W: www.porfirios.com.mx

MEROTORO \$\$\$\$

From the super-modern décor to the sophisticated local Mexican ingredients, Metotoro is sure to blow you away. A late-night dinner spot where you're surrounded by like-minded diners who love great food and wine.

A: Calle Amsterdam 204, Hipódromo Condesa, 03020 Cuauhtémoc, CDMX, Mexico
T: +52 55 5564 7799
W: www.metotoro.mx

A FEW TO MENTION:

LA BARRACA VALENCIANA

The Del Mar, a healthy serving of garlic squid stuffed into toasted telera (a Mexican white bread traditionally used for tortas), is definitely worth the wait.

JOSÉ GUADALUPE

Platos de Cuchara. Ever wanted to try pozole? Then Zahie Téllez seasoning of chilies in this dish is not to be missed.

El Churro Moro – For something sweet, pick up some churros in either plain or with cinnamon sugar. These guys know what they are doing. The original El Churro Moro was set up in 1935.

BIERGARTEN ROMA

The first beer garden in Mexico City provides draft and bottled beer from all over the world, and the bartenders can whip up a mean cocktail as well.

A: Calle Querétaro 225, Roma Nte., 06700 Ciudad de México, CDMX, Mexico
T: +52 55 5564 1396



Featured:
OJO DE AGUA BRUNCH

MERCADO ROMA \$\$

Although not strictly a restaurant, this gourmet food hall is well worth a visit. It's great little spot with lots of little, different restaurants (over 60 at the last count) so a great place when you are undecided about what to eat. All under one roof you will find the open kitchen concept of many different options, from Mexican to Mediterranean, tapas, desserts, tortas, and much more.

W: www.mercadoroma.com

OJO DE AGUA BRUNCH (CONDESA) \$\$

Delicious healthy food, juices & great coffee in a beautiful location next to Fuente Ciltlaltépeti in Condesa. Eat in or take away and sit in the park.

A: Calle Ciltlaltépetl 23C, Cuauhtémoc, Hipódromo, 06100 Ciudad de México, CDMX, Mexico
T: +52 55 6395 8000

CONTRAMAR \$\$\$ - RECOMMENDED BY HECTOR REBAQUE

This is one of the best restaurants in town, best ever service and very good and fresh seafood. The food is amazing, really well prepared and creative. Service is great, the physical environment is nice, wine list is good. I would put this on any "must try" list for Mexico City.

A: Calle Durango 200, Roma, 06700 Cuauhtémoc, CDMX, Mexico
T: +52 55 5514 9217
W: www.contramar.com.mx

DE MAR A MAR \$\$\$

You will be blown away by the atmosphere, service, and of course, the food! The restaurant is small and cozy with a casual, but elegant vibe. On this beautiful afternoon, the windows were open and there was great people-watching inside and out.

A: Calle Niza 13, Mexico City 06600, Mexico
T: + 52 55 5207 5730
W: www.demaramar.mx

EXCLUSIVELY
FOR CONCIERGE
READERS



—
RECIPE
—

*CHEF
JORGE
VALLEJO
“SALBUT”*

*WITH
MUSHROOMS
AND
“AGAVE” HONEY*

CHEF JORGE VALLEJO
 "SALBUT" WITH MUSHROOMS AND "AGAVE" HONEY

EXCLUSIVELY
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PREPARED WHITE CORN

500 g	Fresh white corn
2 kg	Water
50 g	White onion, chopped
6 g	Garlic, whole
1 pza.	Serrano chili, sliced lengthwise
50 g	Epazote, dried
50 g	Cilantro
20 g	Salt

PROCEDURE

Cook all ingredients, starting in cold water, for 3 hours in slow heat. Remove from stove, drain and pull out all of the other ingredients out, leaving just the corn.

MUSHROOM BROTH

50 g	Onion
200 g	Mushroom
60 g	Epazote, dried
1 kg	Water
20 g	Vegetable oil
1 pza.	Serrano chilli

PROCEDURE

Heat oil in a pot, place the chopped onion, then add the mushrooms, the serrano chilli and the dried epazote. Cook until golden brown and add water. Leave it to boil for 20 minutes, remove from the heat and drain.

FOR ASSEMBLY

200 g	Fresh mushrooms, diced
200 g	Prepared corn
80 g	Mushroom broth
80 g	Agave syrup
20 g	Browned butter with garlic
8 g	Epazote, dried
12 g	Salt
220 g	Corn dough for tortillas
500 g	Vegetable oil

PROCEDURE

Make 20 g balls with the corn dough and make them into tortillas, cook them in a "comal" or a griddle (30 seconds on each side, turn again and press on it so it can puff) As soon as the tortilla is puffed, deep fry in oil at 170°C, spraying it with oil all the time, so it can stay puffed. Strain and set aside.

In a frying pan, melt the butter and sauté both the mushrooms and prepared corn; season with salt, add the mushroom stock and the agave syrup. Let reduce and finally add the dried epazote.

Cut the salbut with scissors between the creases, to make a hole and be able to fill the salbut with the mushroom and corn mix. Decorate with petals from edible flowers.



DRINK & PARTY

THE KEY CLUB

The Key Club claims to be the best party in Mexico on its website, and it would be right. Don't miss this place with some of the best DJs on the planet.

A: Av. Pdte. Masaryk 393, Polanco, Polanco III Secc, 11560 Ciudad de México, CDMX, Mexico
T: +52 55 1019 8698

MIRALTO

For breathtaking views of Mexico City, a drink at this place is a must. Located on the 42nd floor of the Latin American Tower, the 360-degree panoramas are hard to beat.

A: Eje Central Lázaro Cárdenas 2, Centro Histórico, Centro, 06000 Ciudad de México, CDMX, Mexico
T: +52 55 5518 1710

LA CASA DE LAS SIRENAS

This is a very special place, a lovely old building with incredible views of the Cathedral and the aztec ruins from the terrace.

A: Calle Republica de Guatemala No. 32, Cuauhtemoc, Centro Histórico, 06000 Ciudad de México, CDMX, Mexico
T: +52 55 5704 3273

JULES BASEMENT

Cool speakeasy below a taqueria. You have to walk through a door and down a flight of stairs to reach this small dark bar with bumping music. Good drinks and fun vibes.

A: Calle Julio Verne 93, Polanco, Polanco IV Secc, 11560 Ciudad de México, CDMX, Mexico
T: +52 55 5280 1278

LA CLANDESTINA

This cool Mexico City mezcaleria is the place to hit for all your agave-based needs. It's a character-rich space, moody and candle-lit and full of little nooks in which to sit. The brick walls are awash with paintings by Mexican artists, except for one which is entirely taken up with glass vats of mezcal – that smoky sibling of tequila – each different in color and flavor. La Clandestina boasts 22 different mezcals. Some are almost whisky-like in their complexity. Served in shot glasses, the mezcal comes with orange and pimento seeds for garnish. Bottles are available to buy if you so wish.

A: Alvaro Obregon 298, Colonia Condesa, Mexico City
T: +52 55 5212 1871

Featured:
**JULES
BASEMENT**



Featured:
**LA CASA DE
LAS SIRENAS**





GIN GIN POLANCO

By far one of the coolest cocktail bars in Mexico City. Great service, impeccable food and amazing drinks. The knowledge from the waiters about all the different gins is impressive, and the wide selection means you will never have to taste the same gin twice.

A: Calderón de la Barca 72, Piso 1, Polanco, D.F., Polanco, 11560 Ciudad de México, CDMX, Mexico
T: +52 55 5214 8302



HOSTERIA LA BOTA

A bit of a dive bar, but in a great way!
|Queues to get in as it fills up fast. Really fun,
relaxed atmosphere and well priced.

We sat on a high bench with a few other
couples, the place is loud, busy, has great
energy, delicious food and drinks.

A: Peatonal San Jerónimo 40, Cuauhtémoc, Centro,
06050 Ciudad de México, CDMX, Mexico

T: +52 55 5709 9016

SEO CAN
ORGANISE
THIS
FOR YOU

DO NOT MISS...

TRAJINERAS IN XOCHIMILCO

The ancient canals of are a UNESCO World Heritage site, and what a better way to travel around them than on a trajinera, a colorful flat-bottomed boat. Other vessels are constantly pulling up alongside yours, offering beer, michelada, pulque or anything else you can think of. You can hire an entire mariachi band to croon to you and a loved one, or you can request something more upbeat. The canals are a hive of activity and color, and an unforgettable experience.

LUCHA LIBRE AT ARENA MEXICO

Massively popular and probably the most extraordinary spectacle you can see in Mexico City, Mexican wrestling has to be seen to be believed. The Arena Mexico is where Lucha Libre is in full sail on Friday and Saturday nights. Crowds, noise, outrageous costumes and some sort of fighting going on. All with a huge amount of passion. It is difficult to explain, you just have to go and try to work it out for yourself.



SHOP

BAZAR DE LA CIUDADELA

This traditional Mexican market is a must-see. It specializes in Mexican handicrafts located in the historic center of Mexico City.

A: Calle de Balderas s/n, Centro, 06040 Cuauhtémoc, CDMX, Mexico
T: +52 55 5510 1828

MAGGIE GALTON

Housewares designer Maggie Galton works with Mexican artisans to create clay bowls, woven rebozos (shawls), and hand-etched lacquer trays. Find these items at her showroom, along with pillows inspired by huipiles, those tunic-like garments worn throughout the country.

A: Hegel 346, Polanco, Mexico
T: +52 55 5255 2230

REFORMA 222

An ultra-modern upscale shopping mall, Reforma 222 has a good selection of restaurants too, so you can shop till you drop.

A: Av. Paseo de la Reforma, No. 222 Col. Juárez, Del. Cuauhtémoc, C.P. 06600, México, D.F
T: +52 55 5207 6857

DULCERIA DE CELAYA

This mouthwatering 140-year-old patisserie is located in gorgeous historic building. Try the aleluyas de pistache (dulce de leche with pistachios). Should definitely be on your must-visit list.

A: Av. 5 de Mayo 39, Centro Histórico, Cuauhtémoc, 06000 Ciudad de México, CDMX, Mexico
T: +52 55 5521 1787

MERCADO DE COYOACAN

A visit to this vibrant market is a must when visiting Mexico City. It is full of marvelous hand-made clothes, curiosities as well as traditional Mexican food like chicharrón, pancita and carnitas. A one-stop shop for all your souvenir needs.

A: Ignacio Allende, s/n, Coyoacán, Del Carmen, 04100 Ciudad de México, CDMX, Mexico
T: +52 55 4072 1596



Clockwise:
REFORMA 222/
MERCADO DE
COYOACAN/
MAGGIE GALTON
/ DULCERIA
DE CELAYA



MEXICAN FASHION DESIGNERS

SANDRA WEIL

Boutique: Emilio Castelar #185
Col. Polanco CP 11560, Mexico City
W: sandraweil.com

ALEXIA ULIBARRI

Boutique: Emilio Castelar 214
Col. Polanco CP 11560 Mexico City
W: alexiaulibarricom

KRIS GOYRI

Boutique: Emerson #251 INTERIOR 201
Col. Polanco CP. 11510, Mexico City
W: es.krisgoyri.com

LUCIANA BALDERRAMA

Boutique: Canuto Ibarra 638 Sur
Local 11 Fracc. Jardines del Country
Los Mochis, SIN 81249
W: lucianabalderrama.com



ALEJANDRA RAW

W: alejandraraw.com

LORENA SARAVIA

Boutique: Presidente Mazaryk s/n Col.
Polanco CP 11560 Mexico City
W: lorenasaravia.com

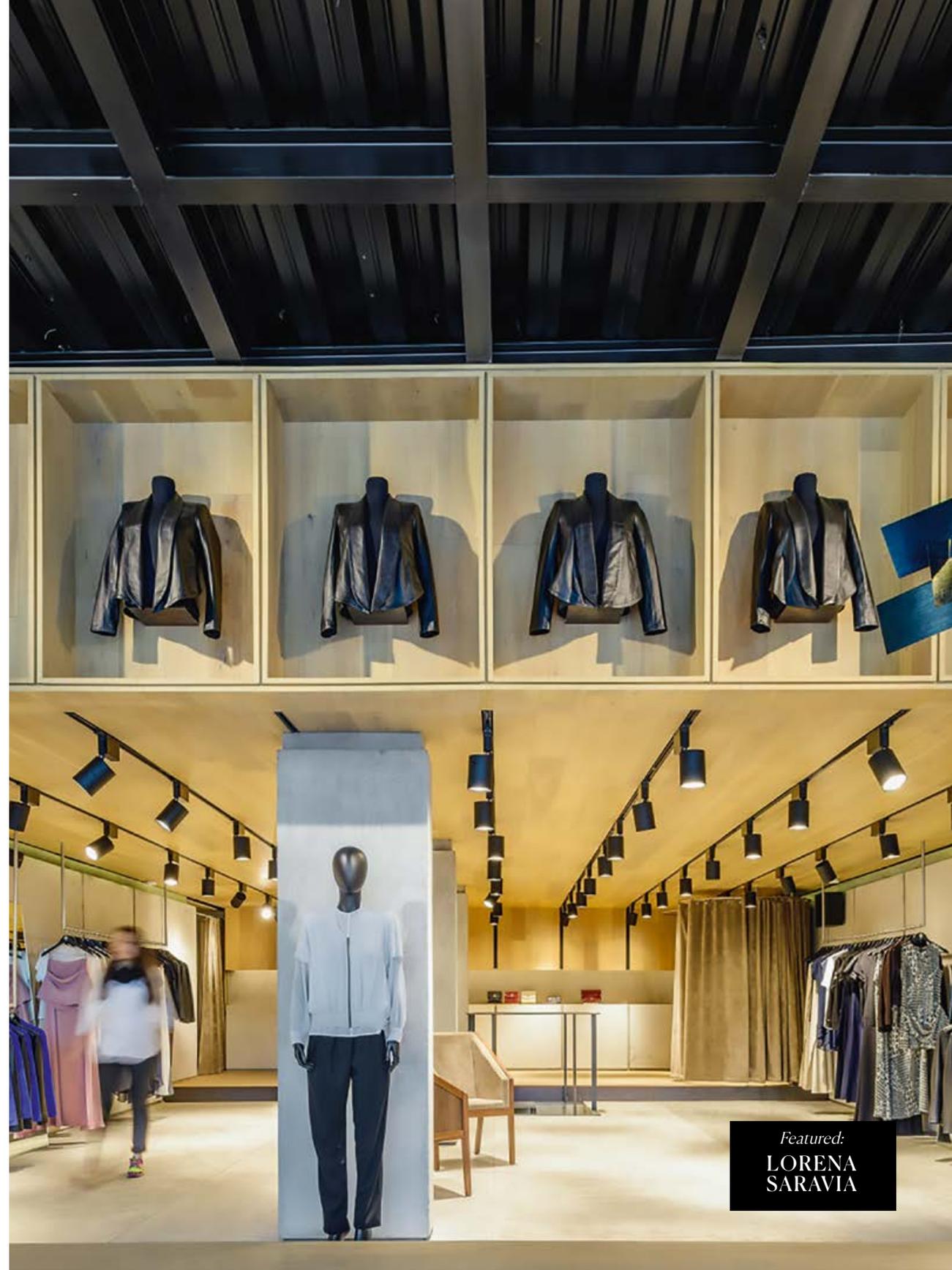
JULIA Y RENATA

Boutique: Av. de la Paz 2219,
Americana, 44160
Guadalajara, Jal., México
W: mexicouture.mx/
collections/julia-y-renata

IVÁN ÁVALOS

W: ivanavalos.com.mx

Featured:
KRIS GOYRI



Featured:
**LORENA
SARAVIA**

MARCELA SHIRAZI:

IN AWE OF COLOR

Marcela Shirazi, founder of bespoke jewelry brand 'Made in Heaven' waxes lyrical about her love affair with color.



Mexico is all about color. It is in our nature and in our different ethnic groups, in our crafts, our textiles and our flowers, in our food and our birds, in the hundred types of parrots and candies. Our contemporary artists and architects have learned not to be shy about color. We can change the shade of a house from purple to yellow faster than buying a pair of shoes. We have Smurf blue vanilla ice- lollies as an after-school snack and cotton candy street vendors that can produce tones of blue, yellow and green sugar clouds. People express their zest for life through the colors they wear. Our sarapes, rebosos and chales all have magnificent colors. People in Mexico only wear black if they are mourning a relative.

At the age of nine I was accepted as the only child in Reynold Garcia's studio, the best artist in Monterrey at that time. He restrained

me by giving me only charcoal for one year and it was a great privilege when I was allowed to use pastels. My soul expanded when I was finally allowed to use oils. Then I could create all the colors I saw in my mind. It now makes perfect sense to develop an agave green.

My passion for jewelry began when one of my relatives gave me some antique Venetian, Murano and Eastern European beads.

About five years ago I discovered that I am synesthetic. It is a beautiful gift but it also makes it impossible to drive a car when you see colors everywhere.

I now create statement necklaces. The challenge I enjoy the most is making bespoke pieces. I try to frame the beauty of a woman. My brand is called Made Near Heaven because I have to be in a peaceful state of mind before I can sit down to create anything.

E: marcelashirazi@btinternet.com

MUSEUMS & GALLERIES

NATIONAL MUSEUM OF ANTHROPOLOGY

An extensive collection of artifacts from a wide range of ancient Mexican cultures. Any traveler interested in the ancient world will find this museum fascinating and informative.

A: Av Paseo de la Reforma & Calzada Gandhi S/N, Chapultepec Polanco, Miguel Hidalgo, 11560 Ciudad de México, CDMX, Mexico

T: +52 55 4040 5300

MUSEO JUMEX

This museum is located in the heart of the Polanco district, nearby to shopping centers, restaurants, and another great museum. If contemporary art is your thing, then do not miss this.

A: Blvd. Miguel de Cervantes Saavedra 303, Granada, 11520 Ciudad de México, CDMX, Mexico

T: +52 55 5395 2618

FRIDA KAHLO'S HOUSE

Bright, colorful and very well curated, with a very informative film setting out her life experiences, this is a must-see museum. Kahlo was such a vital and creative person who packed a lot of living

into a short and often traumatic life.

A: Londres 247, Del Carmen, Coyoacán, 04100 Ciudad de México, CDMX, Mexico

T: +52 55 5554 5999

NATIONAL PALACE

Even though this grandiose building is home to the President's offices and the Ministry of Finance, you can visit daily (except Mondays) and admire the architecture as well as the fantastic Diego Rivera murals on permanent display.

A: Plaza de la Constitución S/N, Centro, Cuauhtémoc, 06066 Ciudad de México, CDMX, Mexico

T: +52 55 3688 1255

MUNAL

A wonderful museum in the heart of the Centro Histórico. One of its major features is a stunning staircase. Start from the top with its dark paneled rooms giving it a distinct historic feel and make your way to the lower floors for the more recent modernist art.

A: Calle Tacuba 8, Cuauhtémoc, Centro Histórico, 06010 Ciudad de México, CDMX, Mexico

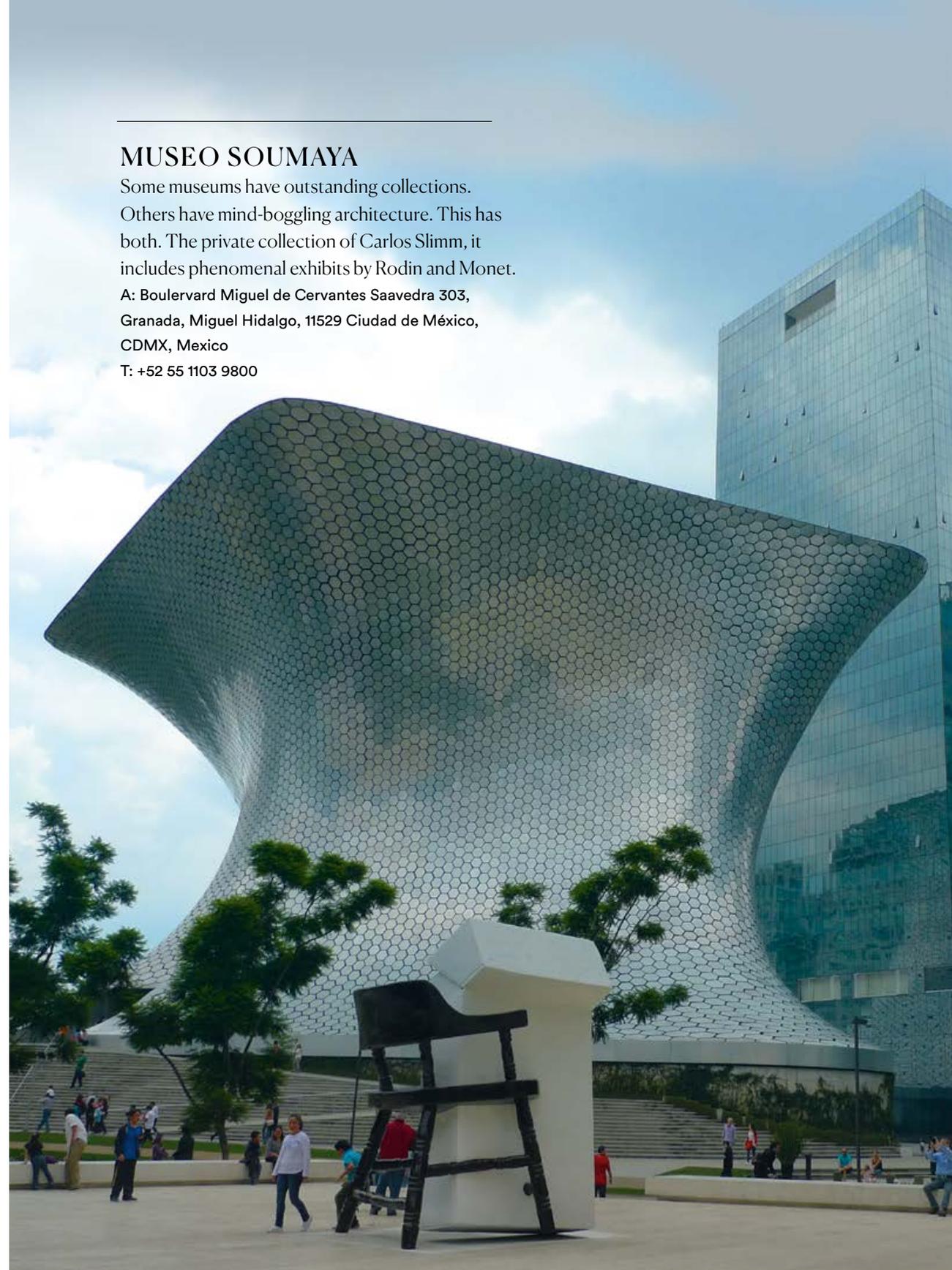
T: +52 55 8647 5430

MUSEO SOUMAYA

Some museums have outstanding collections. Others have mind-boggling architecture. This has both. The private collection of Carlos Slim, it includes phenomenal exhibits by Rodin and Monet.

A: Boulevard Miguel de Cervantes Saavedra 303, Granada, Miguel Hidalgo, 11529 Ciudad de México, CDMX, Mexico

T: +52 55 1103 9800



MUSEUMS &
GALLERIES

PROYECTOSMONCLOVA

Private gallery of great interest, good exhibits and architecture if you are looking for something different. Excellent attention from staff.

A: 06700, Colima 55, Roma Nte., Ciudad de México, CDMX, Mexico

T: +52 55 5525 9715

ART OF MEXICO



PAINTER: HECTOR SANDOVAL

Hector Sandoval is a visual artist currently based between his hometown of Mexico City and London, England. He has a beautiful studio on his ranch just outside Mexico City where all his amazing creations come to life. In his paintings, he finds a passion for color and balance, technique and creativity. His work has an assertiveness and reflects figures in enigmatic ways, with a great deal of influence from the ancient Mayas. When faced with his masterpieces, the viewer cannot escape from that sensation of the past and Mexico's true heritage and culture. His most recent solo exhibition 'Syncretism' at the Debut Contemporary in West London was an official part of the Dual Year of Mexico and the UK, which was inaugurated by HRH Prince of Wales as well as the President of Mexico. His exhibition was supported by the Mexican Embassy in London where some of Hector's masterpieces feature in their permanent collection. His next body of work is inspired by the Tepotzotlán Codex which was exhibited at Ulster Museum in Ireland.

Sandoval will create his take on that important codex. The series comprising 22 works will be on show in three museums in 2018 and 2019 in Europe and Asia. Sandoval by all predictions falls into a category of 'artists to watch' as his importance in the art historical arena is pretty much assured. He hopes one day to become a part of the Mexican national treasure because of his contributions to the arts coming from Mexico.

Sandoval graduated from the Universidad Iberoamericana with a degree in Graphic Design. He dedicated the first part of his career to graphic design, print, advertising and marketing. He worked extensively in display, retail, visual merchandising, and subsequently interior design, and theming for amusement parks in Mexico and United States. For several years Sandoval worked in American Television Univision as set designer with significant contributions to various top TV show productions. Hector has a passion for visual arts and is involved in artistic workshops in Mexico and the UK.



HECTOR SANDOVAL 'Conception', 2015, Mixed media on linen, 95 x 140cm



HECTOR SANDOVAL 'Joy of Hope', 2015, Mixed media on linen, 95 x 140cm

Founded in 1999 by Mónica Manzutto and José Kuri, the gallery started out without a fixed space for exhibitions in order to provoke a different way of working, focused on promoting the careers of the artists represented. Since 2008, it has been based in the neighborhood of San Miguel Chapultepec. kurimanzutto currently represents 34 artists, both national and international, and is characterized as a meeting place for criticism and research.

A: Gob. Rafael Rebollar 94, Col. San Miguel Chapultepec, 11850 Mexico City

T: +52 55 52 56 24 08

W: www.kurimanzutto.com

kurimanzutto

**kurimanzutto
IS PLEASED TO
PRESENT A NEW
EXHIBITION
BY ANRI SALA**

**SEPTEMBER 21 -
OCTOBER 28, 2017**

In *All of a Tremble*, his second exhibition with the gallery, the artist explores the relationship between image construction and the physicality of sound. Situated across two opposite walls in the main gallery space, the works mechanize the process of synesthesia, the perceptual phenomenon in which stimulation of one sensory or cognitive pathway (in this case, image) induces an automatic, involuntary experience in a second sensory or cognitive pathway (here, sound). Sala materializes the shared intersectional limit between these two senses, locating meaning within this gap: the installation works audibility and visibility against each other to expose an altogether new sensory dimension found at their point of convergence.

The works *All of a Tremble (Encounter II)* and *All of a Tremble (Delusion/Devolution)* face each other in the gallery space producing images that take on cinematographic language: on one wall, two distinct floral motifs encounter each other, referencing a cut; while on the other, the pattern slowly recedes in a fade-out. Through a continuous rotation on its own axis, the needles of a wallpaper-printing cylinder

streak against the reeds of a metallic comb to produce musical notes and phrases, thus physicalizing the sound of the neighboring patterns. Across both walls, Sala exposes that very moment in which an image transforms into sound and a sound into image.

All of a Tremble continues Sala's fascination with repetition: like an echo that becomes a dynamic concept and constructs itself anew in different moments and spaces. In *All of a Tremble*, image and sound coexist interdependently with the patterns of one tracing the other.

Sala develops a theory of fission and fusion by observing how opposing mediums work in conjunction through a process of sensory amalgamation. These works illustrate how sound becomes a means to investigate the relationship between form and formation, process and production, being and becoming.

ABOUT THE ARTIST

Anri Sala (b. Tirana, 1974) studied at the National Academy of Arts of Tirana, after which he attended the *École nationale supérieure des arts décoratifs* in Paris. He completed his postgraduate studies in film directing at *Le Fresnoy-Studio national des arts contemporains* in Tourcoing, France. In 2001 he received the Young Artist Prize of the 49th Venice Biennale; he is the recipient of other prizes, including the Absolut Art Award (2011); the Gilles-Dusein prize, Paris (2000); the Best Documentary Film Award from the International Film Festivals in Tirana, Albania (2000) and Santiago de Compostela, Spain (1999).



PATTI SMITH CAFÉ LA HABANA SESSION

SEPTEMBER 1 – NOVEMBER 31, 2017

For its seventh edition, the public art project Sonora 128 presents Patti Smith. A poet, artist, and performer, Smith returns to Mexico City with the Café La Habana Sessions. Inspired by the idea that a café is not a place, but a state of mind, Smith continues her reflection on the act of artistic creation and the alchemy that unites artists together across time and space. Referring to a brotherhood of mental bonds that keeps ideas alive, Patti Smith salutes the force of the individual and celebrates the collective power of the people.

BEYOND THE TRACK: MEXICO

The Café La Habana Sessions is a series of works and performances organized throughout several locations in Mexico City from September 1 to November 31, 2017. The title of the project comes from Café La Habana in Mexico City's Colonia Juárez. A famed coffeehouse established in 1954, its Formica tabletops were witness to writers and revolutionaries such as Roberto Bolaño, Octavio Paz, Fidel Castro and Che Guevara. Interweaving history by drawing upon a personal canon, Smith will exhibit a group of photographs throughout the café, evoking a journey across the landscape of the mind, as a detective of artistic heritage.

Simultaneously, Patti Smith is debuting a billboard for Sonora 128 in Colonia Condesa, Mexico City. Presenting a lyrical photographic poem, stamped by the commanding refrain: stand as an individual / unite as a people, Smith's billboard takes the format of an interactive work pointing to the action of individuals and the personal mental space where imaginative ideas are grown. From the outset, viewers are able to call the Café La Habana hotline number, as advertised on the bottom of the billboard, to hear a personal Café La Habana Session from Smith, available 24/7. (+52 55 52 76 97 77)

Finally, Smith presented a Café La Habana Session in the form of a poetry reading and public performance with her longtime collaborator Lenny Kaye at the Casa del Lago in Chapultepec Park on Saturday, September 2 at 1 pm. In 2012, Patti Smith composed Hecatomb, a 100-line poem in remembrance of Roberto Bolaño and his masterpiece 2666.

The inspiration for Smith's poem is drawn

from the mention of a ritual slaughter of hundred oxen in Bolaño's Amulet.

For the first time since its composition, Smith read this poem in public along with works that speak to the potential of art and literature to offer hope.

"A café is not a place, but a state of mind."

ABOUT THE ARTIST

Patti Smith (born 1946, Chicago, USA) began as a visual artist and has been making drawings and taking photographs since the late 1960s. In recent years, her practice has expanded to include installation, such as Camera Solo, a survey of her photographs, organized by the Wadsworth Atheneum Museum of Art (2011), which travelled to Detroit Institute of Arts (2012) and the Art Gallery of Ontario (2013). In 2008, Smith was the subject of Patti Smith Land 250 at the Fondation Cartier pour l'art contemporain, Paris, and Written Portrait - Patti Smith at Artium Centro-Museo Vasco de Arte Contemporáneo, Vitoria-Gasteiz, Spain. Strange Messenger: The Work of Patti Smith, a three hundred-work retrospective, was organized by The Andy Warhol Museum in 2002 and traveled to numerous venues including the Contemporary Arts Museum, Houston, and the Museum Boijmans Van Beuningen, Rotterdam. Her work has also been exhibited at the Museum of Modern Art, New York; Museum Eki, Kyoto; Haus der Kunst, Munich; Triennale di Milano, Milan; Palais des Beaux Arts, Brussels and the Pompidou Center in Paris. Just Kids, a memoir of Smith's relationship with Robert Mapplethorpe during the late sixties and seventies in New York, won her the 2010 National Book Award. Her 1975 album Horses, established her as one of most original and important musicians of her generation and has been followed by ten studio albums, including Radio Ethiopia, Easter, Dream of Life, Gone Again, Trampin', and Banga, her latest. She continues to perform throughout the world and in 2007 was inducted into the Rock and Roll Hall of Fame. In July of 2005, she was presented with the prestigious insignia of Commander of the Order of the Arts and Letters, France's highest cultural honor.



Painter and Sculptor: Philip Vaughan

Philip was brought up in Le Havre, France and went to English boarding school at the age of 9. He met Gordon Taylor, his first mentor, at Brighton College. Taylor started him on a lifelong love of architecture, painting, and sculpture. He went to Cambridge University to study architecture and transferred to art school, graduating from Chelsea School of Art. Philip completed his first large public sculpture the Hayward Gallery Neon Tower in 1972. He worked as sculptor and art school teacher in England and now lives and works in the Los Angeles area.

FIRST TRIP TO MEXICO

While I was studying art in London in the mid-1960s I decided to travel to the Americas for the first time. I bought an air ticket to New York, then a Greyhound bus pass for three months to travel around the US. While visiting friends in San Francisco it dawned on me that I might be able to continue on into Mexico, a country I knew very little about at the time. My bus dropped

me off at the border and I found myself on my 21st birthday hitchhiking through the desert of northern Mexico.

I had studied a little about Pre-Columbian art and architecture while at college so my travels eventually led me to Mexico City and the Pyramid of the Moon in Teotihuacan and then on to the beautiful Oaxaca and Chiapas regions. It was there that I encountered the amazing Monte Alban ruins and Zapotec culture. I was fascinated with the architecture of those amazing cities that had been built there all those thousands of years ago. I fondly remember meeting a contemporary weaving family who were working with beautiful patterns and colors that seemed rooted in that ancient culture, as though time had no meaning. I also fell in love with modern Mexican culture, with the mole, all the varieties of new tastes and smells and the amazingly friendly people. It was as if a whole new fascinating world had been opened up to me.

A: Philip Vaughan Fine Art, 1301 East Morada Place, Altadena, CA 91001, USA Tel: +1 626 475 8522

W: Philipvaughan.net

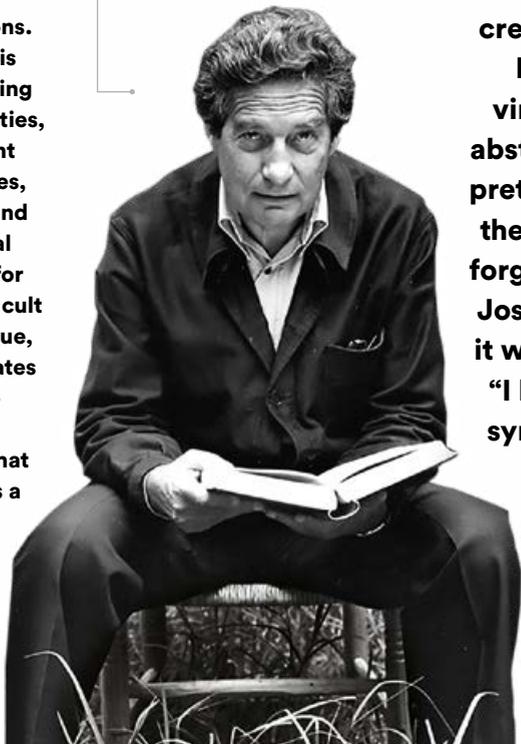


FAMOUS MEXICANS

OCTAVIO PAZ

Octavio Paz Lozano (March 31, 1914 - April 19, 1998) was a Mexican poet and diplomat. For his body of work he was awarded the 1981 Miguel de Cervantes Prize, the 1982 Neustadt International Prize for Literature, and the 1990 Nobel Prize in Literature.

“What sets worlds in motion is the interplay of differences, their attractions and repulsions. Life is plurality, death is uniformity. By suppressing differences and peculiarities, by eliminating different civilizations and cultures, progress weakens life and favors death. The ideal of a single civilization for everyone, implicit in the cult of progress and technique, impoverishes and mutilates us. Every view of the world that becomes extinct, every culture that disappears, diminishes a possibility of life.”

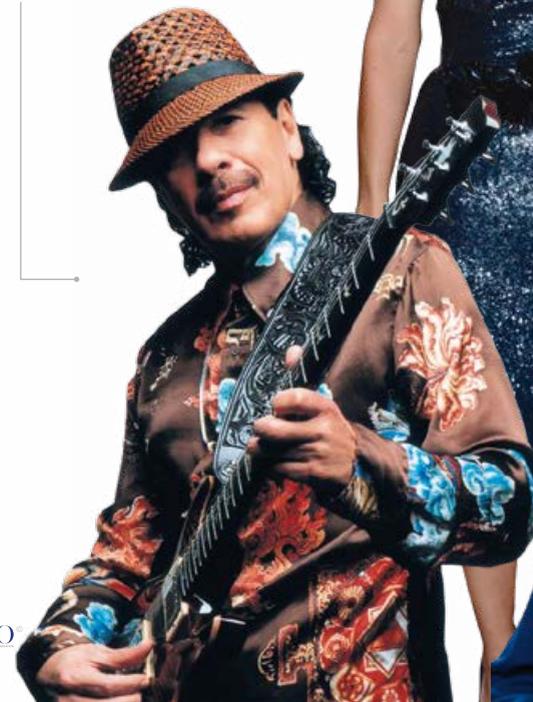


“We must cultivate and defend particularity, individuality, and irregularity – life. Human beings do not have a future in the collectivism of bureaucratic states or in the mass society created by capitalism. Every system, by virtue as much of its abstract nature as of its pretension to totality, is the enemy of life. As a forgotten Spanish poet, José Moreno Villa, put it with melancholy wit: “I have discovered in symmetry the root of much iniquity.”

CARLOS SANTANA

One of the world’s greatest living guitar players, Carlos Santana has sold more than 100 million records and won 10 Grammy Awards. Though born in the remote city of Autlán de Navarro, he developed an early passion for American rock and pop via Richie Valens and ended up moving to San Francisco. Among his greatest hits are ‘Oye Como Va’, a cover of Tito Puente’s hit, ‘Maria Maria’, produced by Wyclef Jean, and ‘Black Magic Woman’.

“The most valuable possession you can own is an open heart. The most powerful weapon you can be is an instrument of peace. Some songs are just like tattoos for your brain... you hear them and they’re affixed to you. Most people are prisoners, thinking only about the future or living in the past. They are not in the present, and the present is where everything begins.”



SALMA HAYEK

Although she had been acting in her native Mexico, it was Hayek’s move to Hollywood in 1991 that earned her worldwide recognition as a Mexican-American actress, director and producer. She is best known for her role as Frida Kahlo in 2002 film Frida, for which she received numerous nominations and awards. She is also an advocate for increasing awareness on violence against women and discrimination against immigrants. She has testified before the U.S. Senate Committee supporting the reauthoring of the Violence Against Women Act and is a board member of V-Day, a charity aimed at ending violence against women and girls.

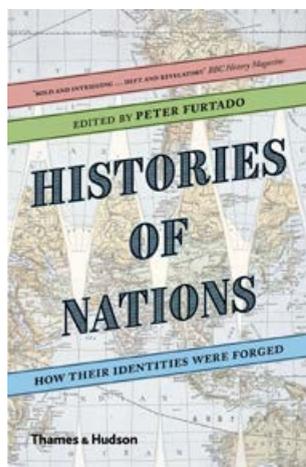


ELLEN OCHOA

As if being the first Latina astronaut isn’t enough, she’s also the co- inventor of three patents related to optical inspection systems. She received her doctorate in electrical engineering from Stanford University and is currently the director of the Johnson Space Center. Talk about reaching for the stars!



READ



HISTORIES OF NATIONS: HOW THEIR IDENTITIES WERE FORGED BY PETER FURTADO

Presenting the stories of 28 nations across the globe, from the USA to China, this book offers an insight into the cultural and political differences that both endanger and enliven our world.

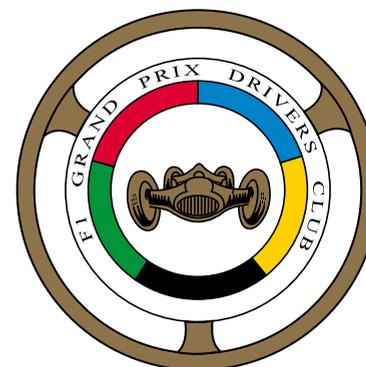


MEXICO: THE LAND OF THE EAGLE, THE CACTUS AND THE SNAKE

A visitor to downtown Mexico City might be amazed at the beauty of the Mannerist buildings, Baroque churches and Art Nouveau hotels without realizing that this was once a lake where, in 1325, the wandering Aztecs found their promised land...

THE CHAPTER OF
MEXICO IS WRITTEN
BY ELIZABETH BAQUEDANO





PRESERVING THE HERITAGE OF GRAND PRIX



LES FONDATEURS 1962

JUAN MANUEL FANGIO - LOUIS CHIRON - NINO FARINA - ROBERT MANZON - GIANFRANCO COMOTTI
ALBERT DIVO - YVES GIRAUD-CABANTOUS - TOULO DE GRAFFENRIED - PAUL FRERE

THANK YOU TO AGNES CARLIER FOR ASSISTING
WITH SOME OF THE DRIVERS INTERVIEWS

MEXICAN INVENTIONS THE WORLD EMBRACES

According to data from the Mexican Industrial Property Institute (IMPI), at least 200,000 Mexican inventions are registered or patented in the country.

BIRTH CONTROL PILL

In 1951, the young chemist Luis Ernesto Miramontes was asked to synthesize a progesterone that could replace injections for women who suffered miscarriages. He came up with norethindrone, a substance extracted from the tuber *dioscorea mexicana*, or Mexican yam, capable of halting ovulation. It was the basis for the birth control pill. Although he worked with George Rosenkran (director of the lab) and Carl Djerassi (research director), Miramontes was the one who synthesized the compound.

FIND OUT MORE AT: SEONET.CO.UK



COLOR TELEVISION

In 1940, at the age of 22, Guillermo González Camarena developed STSC, a system for transmitting color images on television. He financed it with the royalties he was paid for a song he had written, "Río Colorado". In 1942, he got the patent, and four years later he made the first color broadcast from Mexico City. He also founded the Majestic brand of television sets. Camarena's legacy lives on in the initials of the station he founded in 1952 – XHGC, Channel 5

INDELIBLE INK

Filiberto Vázquez Dávila, engineer at the National Polytechnic Institute's National School for Biological Sciences, invented indelible ink to prevent electoral fraud. The ink stays on the finger for 24 hours and helps to identify citizens who have already voted. First used in the 1994 federal elections, the ink has been exported to such countries as the Dominican Republic, Honduras and El Salvador.



TORTILLA MACHINES

At first it was a head with laminated rollers and a conveyor chain that worked to transfer the product to a comal griddle. Everardo Rodríguez Arce and Luis Romero created it in 1904 and produced 16,000 tortillas a day. In 1947, Fausto Celorio developed a model that did the entire process automatically, allowing for production industrialization.



ANTI-GRAFFITI PAINT

Deletum 3000, a registered brand of paint that causes spray paint to slide off any surface, has been manufactured industrially since 2002. Developed by the UNAM Applied Physics and Advanced Technology Center, at its Juriquilla, Querétaro campus, the biodegradable product helps combat graffiti.



SEO



MONICA HEAD COLOMBELLI FOUNDER & CEO

Born in Massa Lombarda, Ravenna, Italy, in 1968. Worked in international business travel in Bologna and Paris. Established SEO in London in 2005. Married to Williams F1 Team co-founder Sir Patrick Head. They have a daughter, Sophie Louise.

ABOUT SEO:

With more than 20 years' experience, Sporting Events Organization (SEO) is one of the leading travel, logistics and hospitality companies operating within the specialist and demanding worlds of Formula One and Formula E.

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