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**“MEXICO THROUGH YOUR SENSES” OPENS A WINDOW TO CONTEMPORARY MEXICAN ART IN THE UK**

With the aim of acquainting British senses with contemporary Mexican culture, the first of a series of events titled “Mexico Through Your Senses” was held yesterday at the Residence of the Mexican Ambassador in London. “Mexico Through Your Senses” is the brainchild of the Embassy of Mexico in the United Kingdom and is coordinated by Laura Perez de Medina Mora, wife of Ambassador Eduardo Medina Mora.

The events focus on contemporary Mexican culture and will feature talent from many fields such as art, craftsmanship and cuisine. The four sessions include an exhibition of visual art, textile handling, food and drink tasting, music and much more. Curators, editors, chefs, painters, connoisseurs and designers will run the events, all to be held in 2011. The purpose is that Britons fall in love with each sight, sound, scent, taste and touch; so that this may be the birthplace of many fruitful and lasting cultural exchanges between Mexico and the United Kingdom.

The first event, which took place yesterday, appealed to the sense of sight by means of a multimedia presentation given by the artists Catherine Lampert, Pablo Leon de Barra, Catherine Petitgas and Laureana Toledo. Their exposé detailed Mexico’s distinctive contemporary visual art scene. This was followed by an exhibition of key works from the genre in question including pieces by Francis Alyss. Guests also had the opportunity to taste a variety of contemporary Mexican cuisine and beverages .

“Mexico Through Your Senses” is supported by Nacional Financiera (Nafin), the Mexico Tourism Board and the UK office of Promexico.

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