

DOCUMENT

"Art Baja California's inaugural festival is rooted in locality"
March 2, 2023 — Web

Above The Fold

Art Baja California's inaugural festival is rooted in locality

Read time 2 minutes

Share this Article



Marco Walker

Text by
Document Journal
Posted
March 2, 2023

Across La Paz, San José del Cabo, and Todos Santos, the five-week-long event connects an international roster of creatives with the living histories of its host cities

As it traverses three cities, the inauguration of Art Baja California remains rooted in locality. Though the art it boasts centers both regional and international creatives, the festival itself is distinctly tied to the communities hosting each iteration. A variety of public spaces will feature exhibitions, screenings, discussions, and live performances, promoting the work and their surroundings in equal measure.

"We're focusing on the local scene through 'Lo Local,' a part of the festival that seeks to promote spaces and projects established in La Paz, San José del Cabo, and Todos Santos," explains one of the festival's founders, Zélika García. "[It's designed to] foster the development and promotion of [each] local artistic community, as well as celebrating its culture and talent."

Share this Article



Jose Davila

The project is ideated by Garcia, founder of [ZsONAMACO](#), Latin America's leading contemporary art fair, and supported by cultural visionaries Tansy Kaschak, editor-in-chief of the future-forward travel platform [A Hotel Life](#), and Paola Castelo, founder of [Vuelta Sur](#), an endeavor aimed toward building relationships between creatives to illuminate the history of Mexican art.

“Baja California Sur is a unique place where the desert meets the ocean, and ancient cacti thrive side by side with unexpected, lush palm tree groves. Be it art or other creative industries like hospitality, projects in Baja are aimed at a slower pace of living, and are deeply connected to the land,” says Kaschak. The program, which spans five weeks, leans into that meditative attitude, encouraging among its artists and visitors an awareness of local ecosystems and communities.

