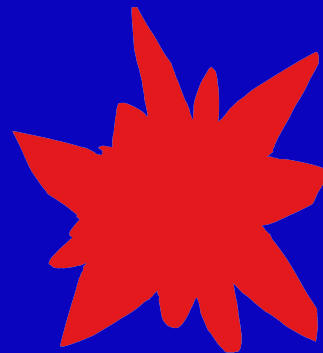
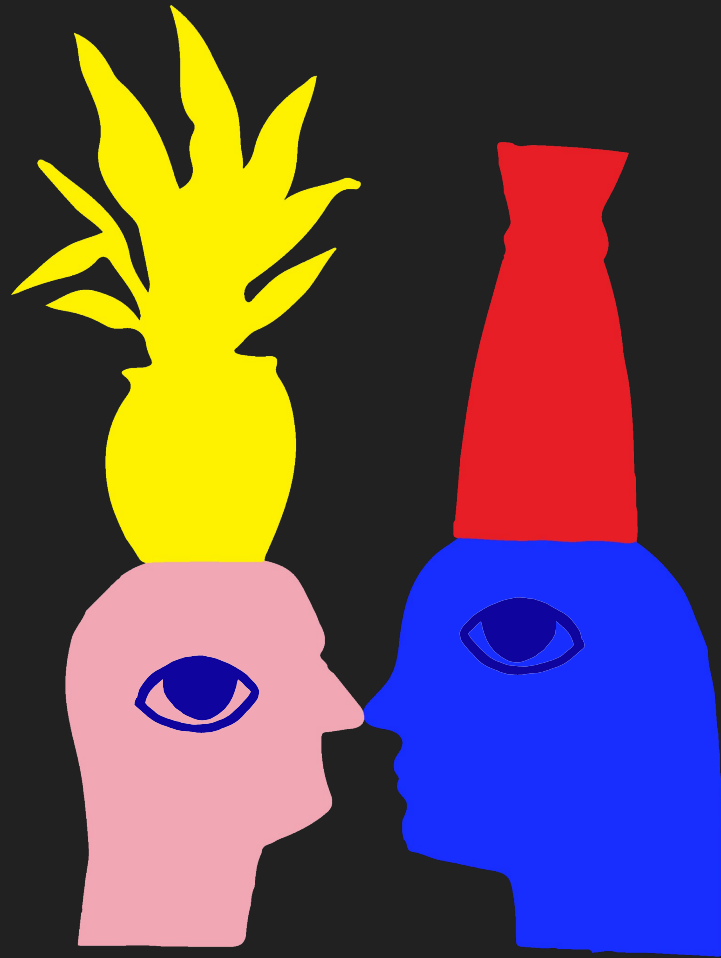

PROCU.

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WHO WE ARE:



WE ARE A *NEW* GLOBAL* AGENCY
DEDICATED TO ADVANCING CON-
TEMPORARY ART PROJECTS THAT
FOSTER CROSS-CULTURAL IMPACT

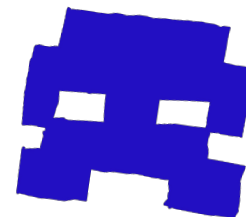
* We offer an extensive and comprehensive suite of services founded on global and local strategic insight and a strong visual consciousness





IN A CULTURALLY INTERCONNECTED
WORLD IT MAKES SENSE TO WORK
WITH _____ US.*



Our methodology involves an international multi-disciplinary network of agents who understand the challenges of contemporary culture.



WHY?



We provide a complex expertise of the art field, its institutions, agents and media. We know how to speak to each of these actors and provide value at all stages of the process, from conceptualization to execution and measurement



WHO WE WORK WITH:

FOUNDATIONS

CULTURAL INSTITUTIONS

MUSEUMS

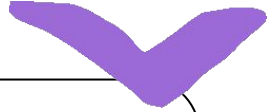
UNIVERSITIES

BRANDS

GALLERIES

CORPORATIONS

ARTISTS



WHAT WE DO

Analyze contexts /Identify needs /Consult with the social agents involved /Propose strategies /Design plans and programs /Production and advise on implementation /Communication/Measure impact and reach

SERVICES



• **Strategic Planning**

- Diagnostics
- Development of strategic and management plans
- Organizational implementation

Curating

- Research
- Exhibition projects
- Cataloguing
- Itenerancy

Communication

- Brand manuals
- Brand identity and narrative development
- Integral communication strategies
- Conceptualization of digital strategies
- Development of multiplatform editorial products
- Crisis management consulting

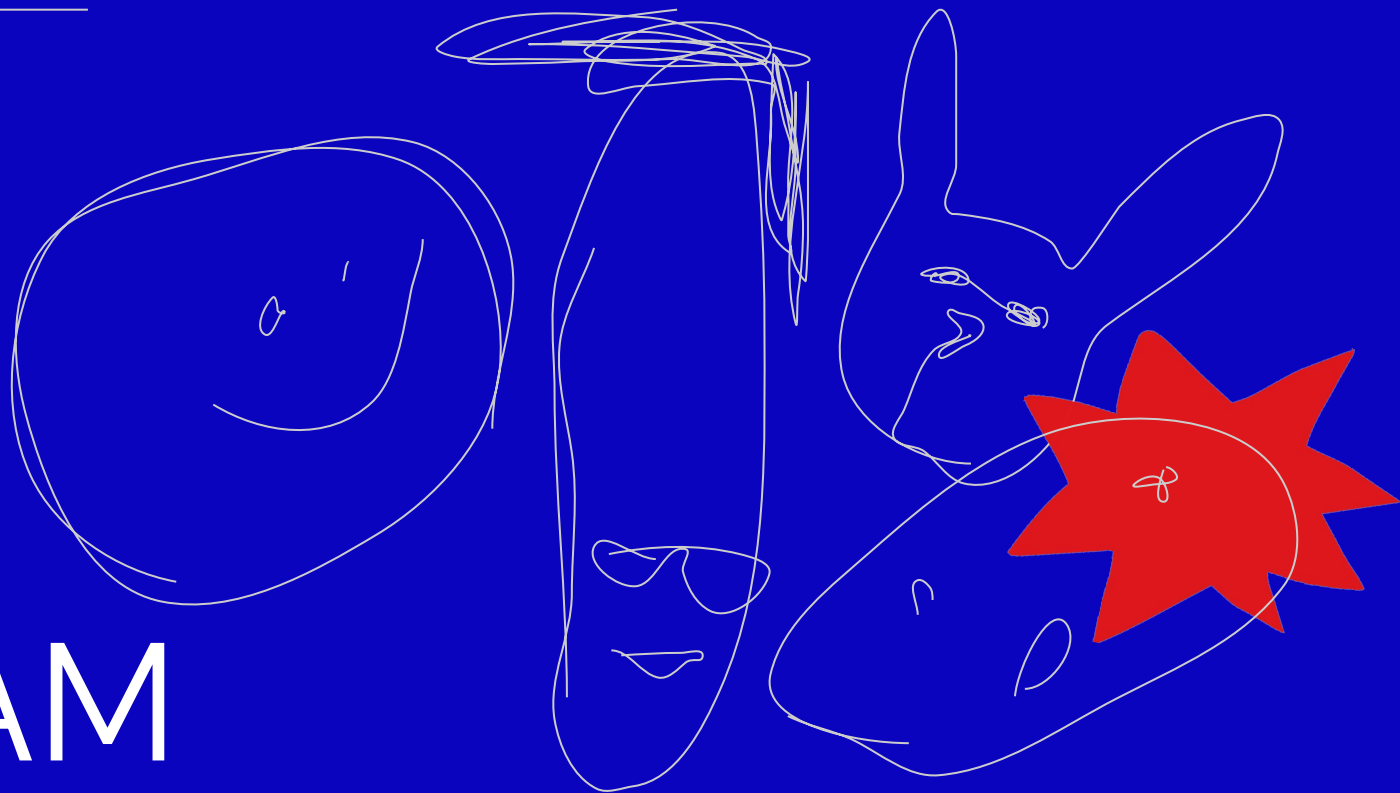
Outreach

- Outreach to specific audiences and communities
- Presentation of projects to institutions
- Inter-institutional cooperation plans
- Handling and artwork travel

Education

- Academic and creative educational programs
- Mediation activities with different audiences
- Training of educational personnel, facilitators and guides
- Diversity-oriented institutional training

TEAM



Paula Duarte

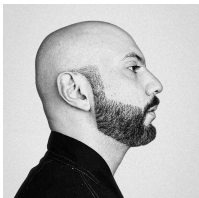
Founder & Curator

Curator and museological consultant with more than 15 years of experience in designing strategic and management plans for cultural entities.

She was Director of the Instituto de Liderazgo en Museos, A.C., coordinator of the Curatorial Studies Program of the Masters in Art History, UNAM, and held the positions of director, deputy director and associate curator at Museo de Arte Carrillo Gil.

Photo courtesy of Museo MARCO





Torrivilla

Strategy Director

Torri is a strategist, writer, and editorial director specializing in contemporary culture. He has led cultural initiatives for institutions such as the UNAM, the Coca-Cola Femsa foundation, and the NEW INC New Museum, the world's first museum-led incubator for art, technology and design located in NYC.

Author of three books, he is a professor of humanistic studies at the Technologic of Monterrey and in the Master's program in Curatorial Studies at UNAM, where he is a doctoral candidate in Art History.



Catalina Bojacá

Operations Director

Executive producer with more than 20 years of experience in the Latin American cultural industry.

She worked in the direction of training programs and promotion of visual arts and theater for the Ministry of Culture of Colombia, in the training program of the 46th National Artists Salon of Colombia and in the Community Audiovisual Laboratory of the Federal Secretariat of Culture in Mexico.





ASSOCIATES

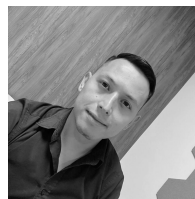


Eduardo Meza

Creative Direction & Design Strategy

Eduardo is a multidisciplinary creative, strategist, and design director with over 16 years of experience in the lifestyle, fashion, and entertainment industries across North America, Europe, Asia, and the Middle East.

His background includes overseeing Netflix's in-house social-editorial team for the Singapore, Malaysia, Taiwan, and Hong Kong markets as Creative Director for more than 5 years, as well as creating and leading the agency's dedicated Brand Design arm.



Carlos Sandoval

Strategy and press management

Consultant dedicated to creative problem-solving. He currently works as a consultant at the Inter American Development Bank in Washington DC. He has been a guest professor at prominent institutions such as UNAM, Tecnológico de Monterrey, La Salle and Centro.





PORTFOLIO

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3rd Biennial of Art & Design UNAM

Curatorial Direction by Paula Duarte
Coordination and liaison by Catalina Bojacá
Communication and digital strategy by Torrivierra

The **Third UNAM Art & Design Biennial 2022** focused on gathering expressions that connect art and design with social activism.

Under the theme ***"Intangible Resistance: Ideas to Postpone the End of the World,"*** managed, conceived and curated by PROCU®, the biennial aimed to be a hub for collectives directing their artistic work towards the political creativity of activism.

Our role also included facilitating coordination and networking among all collectives and activist groups involved across the continent, as well as implementing a comprehensive communication and digital strategy to ensure a unified and impactful presentation.



The 3rd Biennial In Numbers:

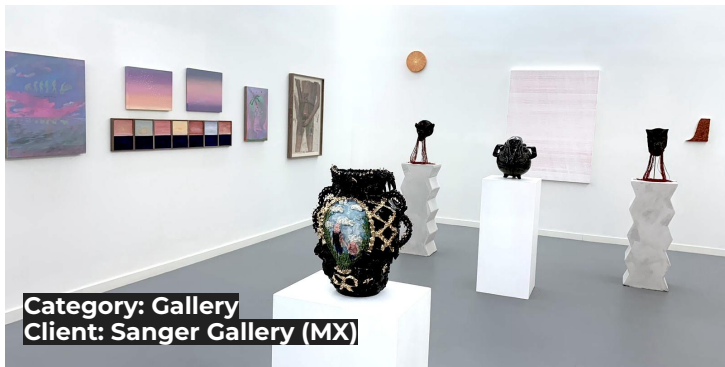
Participation of **9 collectives** with socially impactful artistic work in **5 Latin American countries.**

12-month mentorship and curatorial support program with financial aid and promotion.

Development of a website and a multiplatform digital strategy, reaching over **585,000** people and generating **70,000** interactions on social media.

Creation and management of digital public program "**Caminar la Palabra,**" (*Walk the Word*) reaching over **50,000 people.**





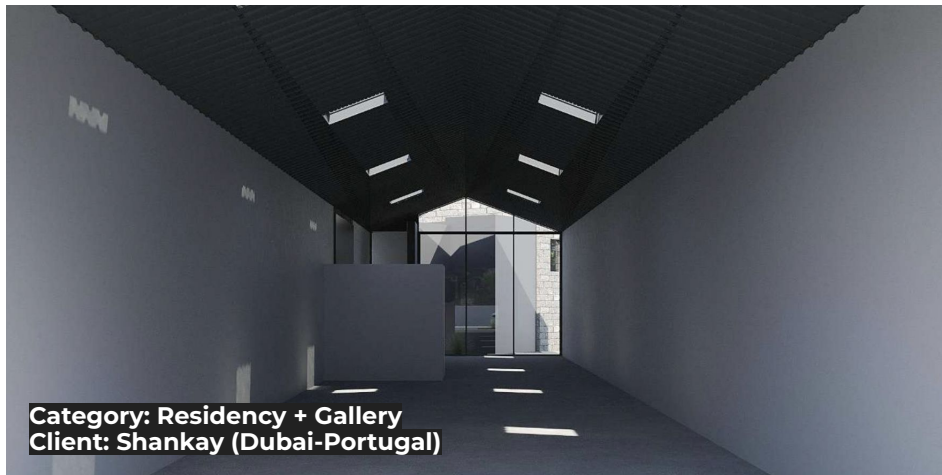
Category: Gallery
Client: Sanger Gallery (MX)

Project: Estrategia de P.R y comunicaciones para programa expositivo con Casa Siza en Ciudad de México

Methodology: Dedicated work team + report generation with indicators and database

Duration: Three months (2024)

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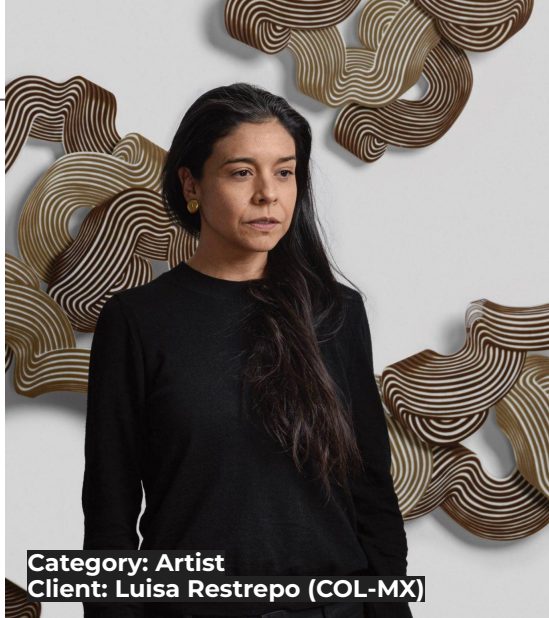


Category: Residency + Gallery
Client: Shankay (Dubai-Portugal)

Project: Brand narrative, launch strategy

Methodology: Executive consultancy and brand narrative report

Duración: Three months (2024)



Category: Artist
Client: Luisa Restrepo (COL-MX)

Project: Consultancy for digital sales platform, launch strategy and content for networks and website

Methodology: Consulting sessions

Duration: Three months (2024)



Category: Institutional exhibition
Client: Pacte, Laboratoire de sciences sociales (Université Grenoble Alpes), CEMCA (FR-MX-EEUU)

Project: Border Art Exhibition, Academic Symposium and Bordear Public Program

Methodology: Dedicated team for field production, logistics management and co-curatorship

Duration: 8 months (2024-2025)



HOW TO WORK WITH US

1 TELL US YOUR
PROJECT NEEDS



3 WE DELIVER A
QUOTATION



4 AGREE

2 WE PROPOSE A
TAILORED WORK
METHODOLOGY AND
A TEAM



5 IT BEGINS



Let's talk!

cata@curaduria.pro
[5560856632](tel:5560856632)

