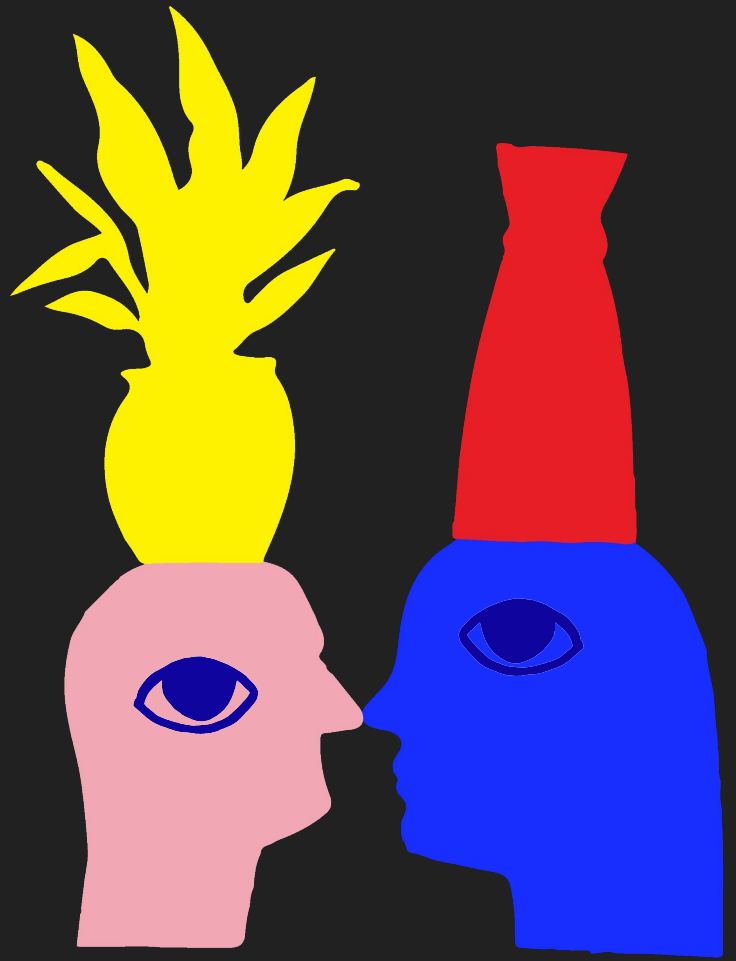
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WHO WE ARE:



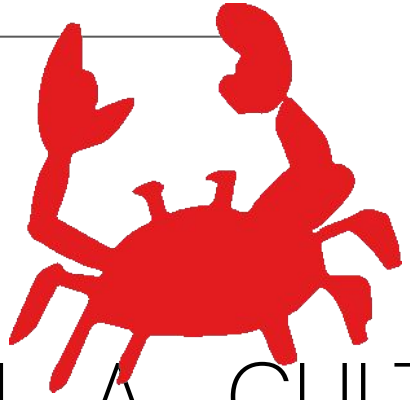
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WE ARE A *NEW* GLOBAL* AGENCY DEDICATED TO ADVANCING CONTEMPORARY ART PROJECTS THAT FOSTER CROSS-CULTURAL IMPACT



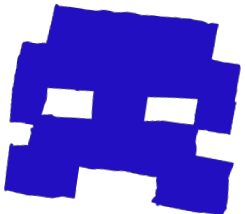
* We offer an extensive and comprehensive suite of services founded on global and local strategic insight and a strong visual consciousness

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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.



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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 results assessment.

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WHO WE WORK WITH:

- FOUNDATIONS
- CULTURAL INSTITUTIONS
- MUSEUMS
- UNIVERSITIES
- BRANDS
- GALLERIES
- COLLECTIONS
- ARTISTS

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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 and outreach /Follow-up /Asses impact and reach

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SERVICES

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

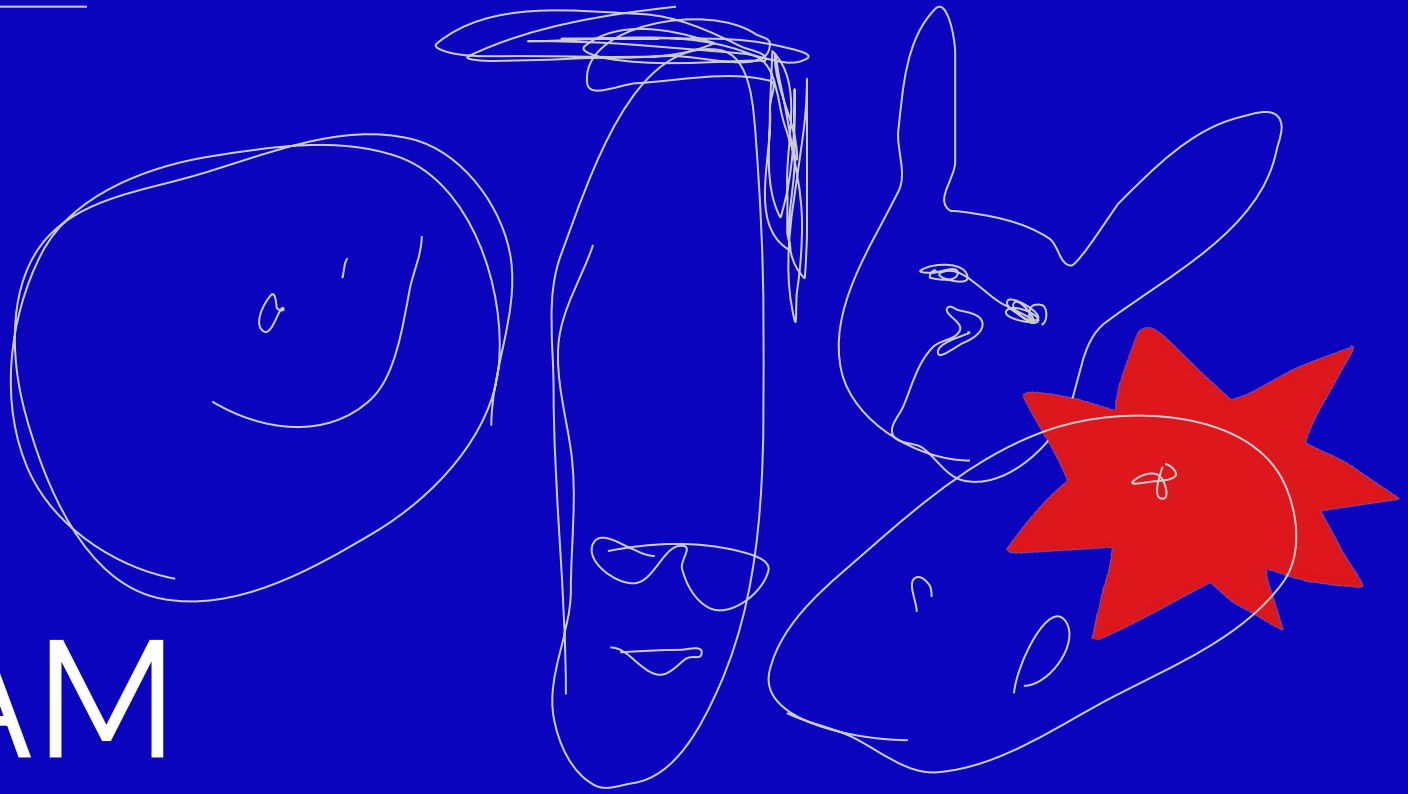
Strategic Planning
- Diagnostics
- Development of strategic and management plans
- Organizational implementation

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

Curating
- Research
- Exhibition projects
- Cataloguing
- Itinerancy
- Collection advisory

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

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TEAM

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Catalina Bojacá

Operations Director

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 and in the training program of the 46th National Artists Salon of Colombia. She was logistics and liaison coordinator for the 4th FEMSA Biennial in Mexico and Production Director of the 3rd FAD-UNAM Biennial. She is the founder and director of the Solar Cultural residency in Mexico City.



Torrivilla

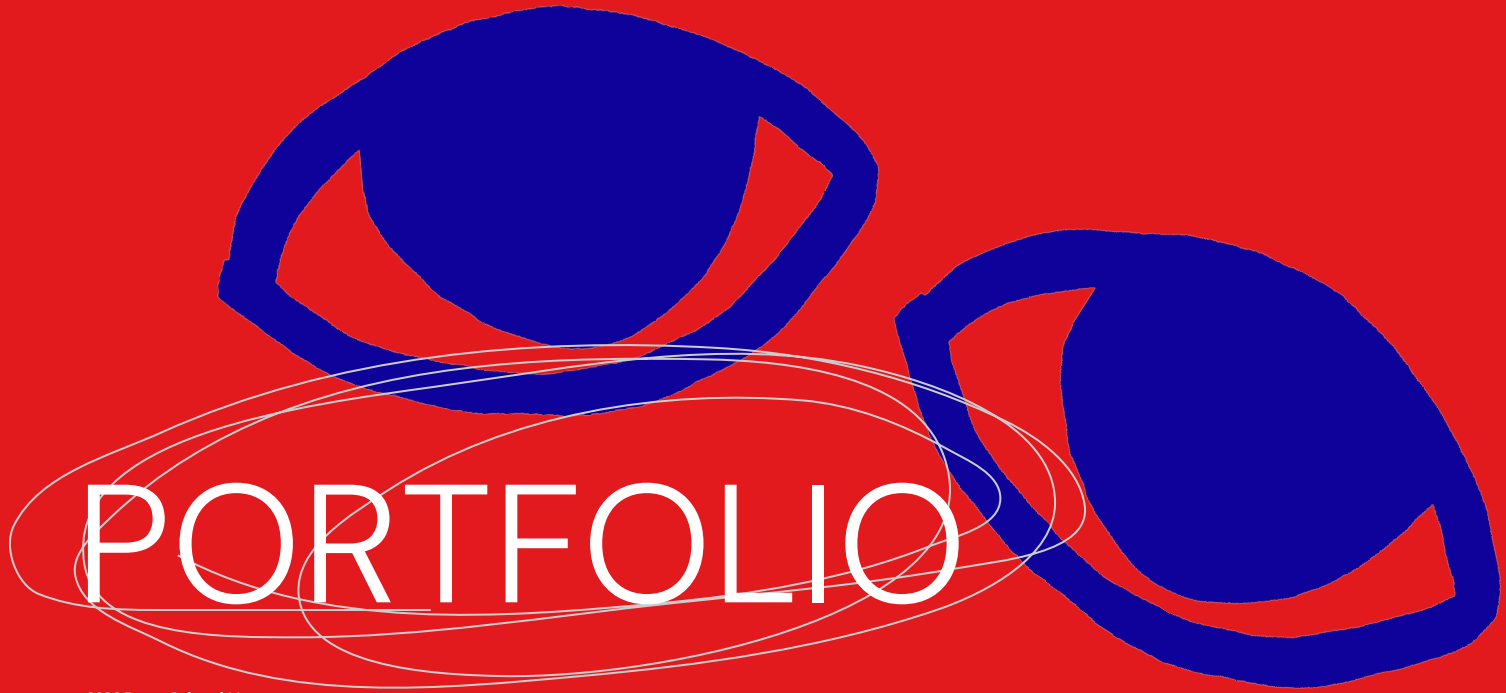
Strategy Director

Strategic advisor specializing in contemporary culture, with a PhD in Art History from UNAM. He has led cultural initiatives for institutions such as the UNAM, the Coca-Cola Femsa foundation, and the NEW INC New Museum. Awarded a Cisneros Foundation fellowship to join the International Committee for Museums and Collections of Modern Art, CIMAM (2026-2028). Author of a dozen publications, he is a professor of humanistic studies at Tecnológico de Monterrey and in the Master's program in Curatorial Studies at UNAM.

Procu draws on a deep knowledge of the contemporary art field and its actors to bring projects to life with strategic vision

Paula Duarte

Founder and Honorary Member



PORTFOLIO

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STRATEGIC ADVISORS Fundación Díez Morodo (2026)



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Strategic advisors for cultural projects, Fundación Díez Morodo (2026)

We are strategic partners of Fundación Díez Morodo, one of the **most important philanthropic organizations** in Mexico and Latin America. We collaborate on project management for its culture area, expanding access, participation and creation for more people and communities—especially children, youth, women, people with disabilities and Indigenous peoples—and strengthening cultural organizations so they can build capacity and sustainability.

We work hand in hand on projects, from conceptual definition, strategic and budget management, scheduling, communication and academic coordination to monitoring and managing success indicators.

Cultura



FORO CONTEMPORÁNEO DE CARACAS (2026)

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Conceptualization and production of FORO CONTEMPORÁNEO DE CARACAS 2026, an international gathering on contemporary art held at Los Galpones, Caracas, Venezuela, on November 4–5, 2026.

The forum featured internationally renowned curators and artists such as Harold Ortiz Sandoval, artistic director of the Medellín Biennial.

We handled the curation, conceptualization and production of the event, in partnership with Índex Creative Studio, a communications and event production agency focused on contemporary art in Latin America.





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BORDEAR: Una idea de frontera (2025)

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From January 30 to March 16, 2025, the Palacio de Autonomía of Fundación UNAM hosted the exhibition **Bordear. Una idea de frontera**, an initiative developed in partnership with Université Grenoble Alpes, a leading research and higher-education institution in France, and the Center for Mexican and Central American Studies (CEMCA), part of the French Embassy in Mexico.

Featuring six international artists—Border Forensics, Pierre Valls, Ingrid Hernández, Cassandra Mayela, Yeni Mao and Rubén Ulises Rodríguez Montoya—the exhibition examines the border as a space of transit and transformation.

Our role included producing the exhibition, scouting institutional venues, coordinating an academic symposium and co-curating alongside academic researchers Dr. Anne-Laure Amilhat Szary and Andrea Masala.







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BORDEAR in numbers



Participation of **6 international artists** whose work addresses borders and migration

International academic symposium with presentations by 9 artists and scholars, plus community gatherings

Visitor report **2,000 visitors** over the 6-week exhibition.

Connection with an academic and artistic research network between Europe and Latin America

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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 Torrivilla

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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.

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The 3rd Biennial In Numbers:



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

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

Development of a website and a multiplatform digital strategy, reaching over **185,000 people** and **7,000 interactions on social media.**

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

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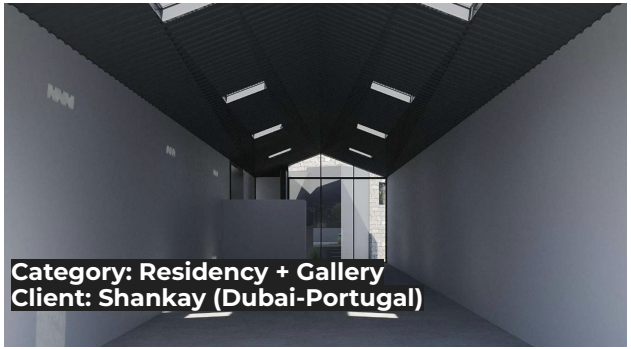
Other projects



Project: PR and communications strategy for an exhibition program with Casa Siza in Mexico City

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

Duration: Three months (2024)



Project: Brand narrative, launch strategy

Methodology: Executive consultancy and brand narrative report

Duration: Three months (2024)



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

Methodology: Consulting sessions

Duration: Three months (2024)

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HOW TO WORK WITH US

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1 TELL US YOUR PROJECT NEEDS

2 WE PROPOSE A TAILORED WORK METHODOLOGY AND A TEAM

3 WE DELIVER A QUOTATION

4 AGREE

5 IT BEGINS

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Let’s talk!



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