

**1990 – 1995**

**ExpoArte Guadalajara, Carlos Ashida Contemporary Art, Arena Gallery  
Mexico Contemporary Art**

At the initiative of Gabriela López Rocha and in the beginning by Elena Matute, Ashida agreed to participate in organizing a major art fair. Thus, ExpoArte Guadalajara originated in June 1992. He invited Guillermo Santamarina to organize a parallel International Forum on Contemporary Art Theory (FITAC), conceived as a gathering point to reflect on the expressions of current art. During its lifespan, leading international artists participated in the event, and an exhibition program was designed to showcase both great masters and young artists.

At the beginning of the new decade, Ashida consolidated his role as an artists' representative, establishing collaborations with important galleries, which allowed him to develop a mobility circuit of works and artists on a national and international scale.

He also began to propose curatorial projects in major museums, generating narratives in which he mixed different generations and artistic styles. Among examples of this trend are the exhibitions *Polvo de imágenes [Dust of Images]* by Germán Venegas presented at the Museo de Arte Moderno in Mexico City and the Museo de Arte Contemporáneo in Monterrey; *Les a natura*, curated jointly with Patrick Charpenel and Claudia Madrazo at the Museo de Arte Moderno in Mexico City; *Solar abierto. Stories of silence and daring. Artists of the 20th century in Jalisco*, again in conjunction with Charpenel and Elena Matute.

In 1993, in partnership with Patrick Charpenel, he founded the Arena México Arte Contemporáneo gallery, which presented an exhibition calendar reflecting the thriving artistic environment that was shaping the new visual arts scene in the country. In this first stage, the project's spirit was forged with artists who have become a point of reference today, such as Eduardo Abaroa, Marco Arce, Fernanda Brunet, Daniel Guzmán, Daniela Rosell, Sofía Taboas and Pablo Vargas Lugo, among others.