

2000-

Cu.Mu.Lo, Arena México Arte Contemporáneo (new generations), Taller Mexicano de Gobelinos, Piel Fría. Contemporary Art in Guadalajara

After leaving the Museo de las Artes, Carlos Ashida founded Cu.Mu.Lo (Curatorship, Museography and Logistics) with a group of professionals to develop curatorial, production and logistics projects for exhibitions. In its two years of operation, it participated in spaces as diverse as the Art Gallery of the Urban Electric Train System, the Museum of Contemporary Art of Monterrey, Casa ITESO Clavigero, the Museum of Modern Art in Mexico City and the Zona Maco Contemporary Art Fair.

Arena México Arte Contemporáneo was reopened with a monthly exhibition program featuring the most avant-garde proposals in the city, initially with local artists such as Jorge Méndez Blake, Gonzalo Lebrija, Lourdes Méndez, Rubén Méndez, Fernando Palomar and Agustín Solórzano. Later, there followed the work of the following local and national generation: C.A.C.A., Cynthia Gutiérrez, María Larios, Susana Rodríguez, José Luis Rojas, Joaquín Segura/Mauricio Limón, Diego Teo, Emanuel Tovar and more.

During this period, the Taller Mexicano de Gobelinos consolidated itself as an alternative means of creation for contemporary artistic production, where artists completely move away from the reinterpretation of an original work in a different technique to create original concepts and designs.

In 2002, Carlos was appointed director of the Museo de Arte Carrillo Gil in Mexico City. For the next ten years, he would also head the Museo de Arte Contemporáneo de Oaxaca and coordinate exhibitions at the Centro Cultural Tijuana. During this period, however, he maintained constant communication with the growing artistic community in Guadalajara. In 2003 he presented the exhibition *Piel fría, Contemporary Art in Guadalajara* with José Dávila, Javier Dueñas, Arturo Gómez Guerra, Gonzalo Lebrija, Jorge Méndez Blake, Lourdes Méndez, Rubén Méndez, Daniel Navarro, Fernando Palomar, Ernesto Ramírez, Cristián Silva, Agustín Solórzano, Luis Miguel Suro, José Luis Torres "Frase" and Francisco Ugarte, in which he traced the cultural and artistic features of a specific geography.