



RELACIONES EXTERIORES
SECRETARÍA DE RELACIONES EXTERIORES

MÉXICO
EMBAJADA EN SUECIA

Newsletter

*The Mexican Embassy in Sweden
wish you a happy
Candlemas day*



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Culture

“Day of the Dead” celebration at the Ethnographic Museum, Stockholm



On November 2nd, the Day of the Dead celebration took place at the Ethnographic Museum in Stockholm. More than 150 people attended the opening ceremony. The Mexican Ambassador, Francisco del Río, inaugurated the event.

During his speech, Ambassador del Río spoke about the traditional Altar, its symbolisms, and its meaning in the Mexican culture. The Ambassador embraced the opportunity to invite the public to visit Mexico during the Day of the Dead celebration, so that they could take part in this unique expression of the Mexican culture. The event had the valuable participation of the Mexican Dance Group *Mexico Lindo* and the *Mariachi Fiesta Mexicana*.

Mrs. Mayte Calderón was also present, she was in charge of the Altar and on this particular occasion she made the offering in honour to her father, the Spanish-Mexican actor and writer Mr. Alvaro Calderón Abde. The Ambassador congratulated her for this initiative that she has led for several years.



“Day of the Dead” Festival 2019 in Gothenburg

During the week of October 26 to November 2, some activities took place to commemorate the “Day of the Dead” at the Museum of the Cultures in Gothenburg, Sweden. This was made possible thanks to the efforts of several associations of the Mexican community, coordinated by the Mexican Association of Gothenburg.

The inaugural event took place on October 26, with the participation of the Mariachi *Fiesta Mexico* and the regional dance ballet *Mexicas*. Thanks to the culinary artist Ana Tolentino, the community was able to enjoy *pan de muerto* and *tamales*.

They set up a traditional altar of the dead for the third consecutive year, which on this occasion was in memory of the graphic artist José Guadalupe Posada. This time, members of the Association produced several altarpieces from recyclable materials. Texts with a pedagogical background were written for the altar, by teacher Claudia Ekenberg, with help of Anders Ekenberg and Lupita Álvarez.



Among the activities to be highlighted are the sections to create typical *Calaveras*, taught by Gisela Maya and Víctor Sandino; the Workshop of Piñatas, by Katia Ibarra; the lithography exhibition, *Tribute to José Guadalupe Posada*, by the graphic artist from Skövde Berndt Jutemar; the *Papel Picado* workshop, imparted by the Organization *Alas*, and the Special Effects Makeup workshop, offered by the specialist artist Miguel del Toro.

On the other hand, the artist Lia Díaz, with help of Anders Ekenberg, painted an acrylic mural with *Tehuanas* and *Alebrijes*, which the public could approach and take a picture of.



Attendees also enjoyed the short films “*Historias de la Ciudad*”, directed by young people from the city of Xalapa, where they shared their experiences of violence in Veracruz. This event was organized by the Association “*Solidaridad con Ayotzinapa*”, in collaboration with the Ibero-American Forum of Cinematographic Studies and the University of Xalapa.

On October 30, an experimental performance of the band S.P.A.C.E. composed electro-acoustic music to add sound the movie ¡Qué viva México! (Eisenstein, 1930). The closing ceremony was held on November 2, with the participation of the musical group *Rancheros del Mundo*, and the regional dance ballet *Danza Mexicas*.

Exhibition “Day of the Dead” in Malmö

On November 2, the “Day of the Dead” was celebrated in the city of Malmö, Sweden. The Cultural Association “*Mexikanska kulturföreningen i Skåne*” organized, at the Garaget Library, the perfect event to enjoy a cultural afternoon dedicated to recreate most of the traditions related to the “Day of the Dead”.



The program offered the audience the possibility of being part of different activities, such as elaborating crafts and participating in the reading of some traditional literary *Calaveritas*. The activities were carried out in Spanish, English, and Swedish.

During the evening, there were two special speeches, the first one called “Our day of the dead altar: a tribute to environmental activists from Latin America,” which was related to the shrine of the dead of this year.

The second presentation was called “The Worldview of the Day of the Dead and its pre-Hispanic symbology”. It compared the vision of death in Mexico, Sweden, and other cultures. The celebration ended with the presentation of the folk dance group “*Corazón Mexicano*”.



Mexican Gastronomy Day



On November 15, we celebrated the Mexican Gastronomy Day, with a "Mexican cooking class" taught by Mexican chef Luis Noriega at the facilities of the third and most recent branch of the *Matvärlden* supermarket in Vällingby, Sweden.



This activity paid tribute to traditional Mexican cuisine and promoted Mexican products. These actions will contribute to popularize authentic Mexican cuisine in Sweden and encourage the Mexican imports.

Stockholm International Film Festival 2019

On November 17, the 30th Edition of the Stockholm International Film Festival concluded. In this edition, 150 films from 60 different countries were screened, and 80 international directors and producers were present to discuss and answer questions from the audience.

Mexico was present with the participation of the film *Sanctorum*, by Mexican Director Joshua Gil, who was nominated to obtain "The Bronze Horse" for "Best Director."



Mexicans in Sweden

How to contribute to the ideas about Mexico and Mexicans in Sweden and vice versa

Guadalupe Álvarez

- Based in Sweden since 2012.
- Art historian from the Universidad Iberoamericana, with experience in mobile telecommunication, media research, aesthetics and digital narrative.
- Master's degrees from the University of Skövde and soon from the University of Gothenburg.



I set out to participate in the organization of actions and events, in which culture is experienced and collectively lived, so the participants get a story to tell. In 2015, with the academic support of cultural promoters at the Universidad Iberoamericana and the University of Skövde, groups of students from both countries collaborated in experimental workshops about stories told in video games. We find meeting places in the digital culture and explore its potential.

Along with my husband Per Fredén, I am constantly looking for exchange students and academics from Mexico at the University of Skövde to bring them to learn about the cultural and tourist wealth of the region where I live: Västra Götaland.

Inquiring the footsteps of other Mexicans in the region, I discovered an enormous interest in Mexico, strengthened by the presence of artists and academics who once lived in Sweden. The Rizoma Gallery in the center of Falköping, is an example of a corner of Mexico, where you can find Mexican food, and you can see around the city some "street art" of some young Mexican artists.

Recently, a master's degree is taking me with some frequency to travel to Gothenburg, where there are many Mexicans! I was fortunate to join the Mexican Association of Gothenburg, an enthusiastic, open, and young team that gathers other Mexican associations to participate in events where our traditions live, such as the celebration of the "Day of the Dead" and the traditional *Posada*.

These were unique opportunities to integrate a lithographic exhibition and electro-acoustic concert by Skövde artists and scholars into the festivities. For next year, I am already managing collaborations to carry out new forms of cultural exchange, related with Mexican corn, archaeology and folk art. _____

Tourism

Travel News Market 2019

On November 7, the fourth edition of the Travel News Market 2019 tourism fair took place at the Waterfront Congress Center in Stockholm, Sweden. The main objective of the Tourism Fair is to facilitate the creation of relationships between agents, operators, airlines and representatives of various tourist destinations.

The Embassy of México, successfully participated in the fair by being a member of the Association of Representatives of National Tourism Offices (ANTOR). In this edition, organized by the magazine of the tourism industry *Travel News*, 1,300 visitors and 225 exhibitors were registered.



Economy, Trade and Investment

Mexican Spirits Gala 2019

On December 2, the “Mexican Spirits Gala 2019” took place at the Official Residence of Mexico. The aim of the gala was the tasting of different brands of tequila, mezcal, and other agave distillates, in order to promote these products within the HoReCa sector (Hotels, Restaurants, and Catering).

On this occasion, prizes were awarded in the following categories: Best Mexican Restaurant to *Mexikanska Monarkin* (Mexican Monarchy), Best New Mexican Restaurant to *Chelas*, and Best Bartender of 2019 to Josephine Sondlo.



Dissemination of the Mezcal



The Mexican Embassy organized a work agenda for the trade mission to Sweden of businessman Jorge Guajardo Hesles, founder of Mezcal Jaral de Berrio. An informational meeting was held on October 31 at the headquarters office of state liquor stores, *Systembolaget*. Likewise, various meetings took place between importers and distributors of alcoholic beverages, interested in knowing the product. This product is expected to be introduced in the Swedish market in the near future.



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