FORMAS DE ESTAR: ARTE, EDUCACIÓN Y DISEÑO
(WAYS OF BEING: ART, EDUCATION AND DESIGN)

Biographical Profiles of the Participating Architecture and Design Firms

GRUPO HERCA

HERCA is an architecture and interior design firm founded in 2016 under the creative direction of Jorge E. Hernández (Coco). With projects throughout Mexico, the firm specializes in residential, commercial, and hospitality design, overseeing both architectural design and construction with meticulous attention to detail and a personalized approach. Bringing together a multidisciplinary team of more than 40 architects and designers, HERCA approaches architecture as a collaborative practice that transforms ideas into spaces where functionality, identity, and thoughtful design converge.

A DE ARQUITECTOS

Founded in 2012 by Alejandro de la Rosa and Alfonso Lugo, A de Arquitectos is an architecture and interior design firm based in San Pedro Garza García, Nuevo León, Mexico. Its practice integrates architectural design, materials, furniture, and lighting as essential elements of a cohesive spatial concept. The firm has developed residential, commercial, and hospitality projects in Mexico, the United States, and Spain, including Cuerno New York at Rockefeller Center in Manhattan and Ryoshi Cancún. Its work is distinguished by careful attention to proportion, light, and materiality, as well as a commitment to creating solutions that respond to the particular characteristics of each context.

CASA GOTXIKOA

Casa Gotxikoa is an architecture, interior design, and design studio founded by Mexican architect and designer Elías Gochicoa in Monterrey, Nuevo León, Mexico. His practice is grounded in a holistic understanding of space and explores the relationships between architecture, art, time, and materiality, as well as the interplay of diverse aesthetic expressions. Gochicoa also founded Galería Gotxikoa, a platform dedicated to contemporary art and design that supports and promotes the work of Mexican and Latin American creators. His work spans architectural practice, design, and cultural promotion, bringing these complementary disciplines together to shape distinctive spatial experiences.

MVG x CAMEO x RUTCH

MVG Arquitectos, CAMEO, and RUTCH represent three complementary creative practices spanning architecture, interior design, and furniture design. MVG Arquitectos was founded in 2023 by Marcelo Velasco, with Ernesto García Marenco joining as a partner in 2026. CAMEO, founded by Christiane Califa, Marcelo Velasco, and Andrea Garza, specializes in contemporary furniture, custom fabrication, and the curation of design pieces. RUTCH, founded by Santiago Lans, creates original furniture conceived as

collectible objects. Their collaboration brings distinct perspectives on space, materials, and objects into dialogue, connecting architectural design with furniture production.

METRO PROYECTOS ARQUITECTÓNICOS

Founded in 2004 in San Pedro Garza García, Nuevo León, Mexico, Metro Proyectos Arquitectónicos is an architecture firm led by Isaac Sepúlveda Fernández and Daniel Díaz. Its practice encompasses residential, commercial, corporate, and mixed-use projects, as well as the construction and execution of architectural works. Its methodology is based on a critical analysis of space, its material conditions, and its intended uses. The firm has also undertaken specialized interventions involving the restoration, relocation, and installation of artworks, including pieces by Manuel Felguérez. This experience has strengthened a practice that integrates the architectural, structural, and spatial dimensions of art exhibition design.

ERRATA [er·ra·ta]

ERRATA is an architecture and design platform founded by Ana Rebeca Mata Ureño, an architect and graduate of Tecnológico de Monterrey. Her practice encompasses projects of varying scales and typologies, shaped by processes of dialogue, reflection, and interdisciplinary collaboration. Among her notable projects is Maker Space ITESM, which received the Calli Award at the 2025 Biennial. Her approach considers social and spatial contexts, accessibility, and the needs of those who inhabit the spaces. The studio's name alludes to reviewing, correcting, and transforming ideas throughout the design process, reflecting an understanding of architecture as an evolving practice open to learning and experimentation.

KIFFER

With more than two decades of experience, KIFFER is an architecture and interior design firm specializing in residential, commercial, corporate, and hospitality projects across Mexico and the United States. Its practice encompasses architectural design and development, interior design, custom furniture design, and project execution. Guided by a holistic approach, the firm explores the relationships between architecture, art, materials, and objects to create spaces that respond to users' needs and the distinctive characteristics of each environment. Its methodology encompasses all stages of the design and construction process, with particular emphasis on functionality, materiality, and spatial configuration.

TRECEAVO PLANO

Founded in 1994 in San Pedro Garza García, Nuevo León, Mexico, by Mauricio Lobeira Caballero, Gonzalo Bueno Gil, and Victoria Rubies Costa, TRECEAVO PLANO is an architecture and interior design firm with offices in Mexico and the United States. In 2005, the firm expanded its operations, establishing Ten Plus Three, a sister firm based in Dallas, Texas. This collaboration has fostered an exchange of experiences and perspectives in the development of residential, commercial, and corporate projects. The firm's practice is distinguished by its attention to the specific requirements of each project and the characteristics of its surroundings. It integrates architecture, interior design, materials, and objects through

the thoughtful selection of textures, colors, proportions, and architectural elements. Its approach encompasses every stage of the design and construction process, emphasizing customization, functionality, and the experience of those who inhabit the spaces.