

ALFREDO



ROMERO



ARTIST STATEMENT

In the last decade of my career, I have made various collections, experimented with different techniques and languages; developing research in creative processes motivated by the places, experiences and sensations experienced.

Currently my work focuses more on the research: Between the limit of the past and the contemporary, that which is in constant transition and encapsulated within a workpiece.

This process has led me to focus on the façades of neighborhoods in different cities of Mexico, walls that promoted advertisements, currently deteriorated and with their own character. Trapping it, appropriating it and endowing it with transcendence and perpetuity.

My proposal goes beyond recovering these icons of anonymous lettering that are part of the identity and memory of the 60s and 80s community, with a pop of character to intervene and convert them into a work of art. The collection "Vestiges of our Times" is a proposal for restoration and conservation, its aesthetics emerges from the convergence of the modern and the old, resisting a categorization within a genre, and inviting the observer to return to a not too distant past.



ALFREDO ROMERO

VISUAL ARTIST



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ABOUT ME

He was born in Barcelona, Spain 1974, he studied Fine Arts, Interior Architecture and Art History. In the teaching field, he has served as a professor of Interior Design, Window Dressing and Visual Arts, and has held several national and international conferences. Alfredo has been awarded in prestigious painting, interior design and object art competitions, among others. He is currently a member of the UNAY advisory board.

SCHOOL EDUCATION

- Interior Architecture, School of Arts Applications and Offices of Rubi, Spain
- Graphic Design and window dressing, School of Design EDRA, Spain
- Landscaping Module Technical School of Architecture, School of Design EDRA, Spain Art History, School of Arts Applications and Offices of Rubi, Spain

DOCUMENTARIES

- 2020 "Desandar el Tiempo, Mediodía de México"
- 2017 " Vestiges of Our Times"
- 2010 "The Essence of Absence", by director Eber García.
- 2008 "Man painting", awarded at Documenta Madrid 08 by Victor García

VIDEOS

@LASALAARTGALLERY9878

- https://www.youtube.com/watch?v=h-W_prXI9x0&t=1s
- <https://www.youtube.com/watch?v=1KA9DOUtepI>
- <https://www.youtube.com/watch?v=ziUxa5FnpVA&t=21s>
- <https://www.youtube.com/watch?v=i1IZM7Pn2Fg>
- <https://www.youtube.com/watch?v=AXdxjrBkgXk&t=190s>
- <https://www.youtube.com/watch?v=U-XmfBRLgpY>

MUSEUMS

AND CORPORATE COLLECTIONS

- World of Coca-Cola. Museum in Atlanta, Georgia
- Museo Regional de los Pueblos de Morelos, Palacio de Cortés, México.
- Museo Jumex, Ciudad de México.
- MMAC Museo Morelense de Arte Contemporáneo JC, Cuernavaca, Morelos .
- Galería Principal Teatro Peón Contreras, Principal Museo de la SEDECUTA, Yucatán, México.
- Museo Nacional de México
- Museo de Antropología Cuauhnahuac Palacio de Cortes de Cuernavaca, México
- Museo Metropolitano de Monterrey, México
- Museo de la Ciudad de Mérida
- Colección de la secretaría de Hacienda del Gobierno de México
- Colección Bepensa, Coca Cola Company
- Colección Banco de inversión Invex
- Fundación Sueños urbanos
- Colección Hartii



AWARDS

- 2024 Selected at the VII Bienal J.A Monroy in the category “Artista Consolidado”, Guadalajara, México.
- 2015 Selected at the Art Prize 2015 Art Festival in Michigan (USA).
- 2015 Selected and finalist at the XI Joaquín Clausell Biennial in Campeche.
- 2014 Selected at the Second Veracruz Art Biennial 2014 with the art object “Empirical Representation of an Existing Fact”.
- 2014-2015 Selected at the IKUS Mexico International Art Festival.
- 2012. Selected at the VII Monographic Exhibition of Media Art with the project "Espacio-vida" within the XI International Image Festival, Manizales (Colombia).
- 2010. First prize in the art object contest “Nahum Zenill”, Mexico.
- 2009. Selected at Documenta Madrid '09 with the audiovisual work “Hombre pintando”, director Víctor García.
- 2008. Selected in the “Meranini” painting contest at the Badalona Contemporary Museum.
- 2007. Selected for the group exhibition Estudi Tenas (Canet de Mar).
- 2004. Finalist in the FAD d’arquitectura Interior Design competition with the project “Parafarmacia Monill”, Casteldefells (collaboration with ADD+Bailo+Rull architecture studio).
- 2003. Selected and finalist in the “RICARD CAMÍ” LA CAIXA DE TERRASSA painting contest.
- 2003. 1st Prize in the Saloni Interior Design competition with the project “Sita Murt” on Aviyó BCN street (collaboration with ADD+Bailo+Rull architecture studio)
- 2000. Finalist in the FAD Interior Design competition with the project “La parafarmacia del Dr. Pasteur” Igualada (collaboration with ADD+Bailo+Rull architecture studio).
- 1999. Selected and finalist in the ARQUIN-FAD contest (Montsacopa-Olot volcano).



SOLO EXHIBITIONS

2026

- 2026 Solo Exhibition "The Spaces We Inhabit" with Patricia Rovzar Gallery at Seattle WA.

2025

- 2025 Solo Exhibition "Tha Place I Live: 11 years recovering memories" with Centro Cultural HARTII
- 2025 Atlanta Art Fair with La Sala Art Gallery and Nicolas Auvray Gallery, in Atlanta, Georgia, United States.
- 2025 Solo Exhibition "Vestiges of our time" with Nicolas Auvray Gallery at New York, USA.

2024

- 2024 Solo Exhibition "Despiel" with Patricia Rovzar Gallery at Seattle, WA.
- 2024 Solo Exhibition "Despiel" with LA Sala Art Gallery at Seattle Art Fair, Seattle WA.
- 2024 Presentation of the Documentary "Desandar el Tiempo, Mediodía de México" and Talk at the Hartii Cultural Center
- 2024. Alfredo Romero Exhibition, within the framework of the White Night, La Sala Art Gallery, Mérida Yucatán.

2023

- 2023 "Despiel" Exhibition La Sala Art Gallery. Merida Yucatan.
- 2023 Exhibition "Vestiges of Our Times" Veracruzana Gallery; Veracruz Mexico.
- 2023 "Despiel" Exhibition Simard Bilodeau Contemporary Gallery, Los Angeles, California

2022

- 2022 Conversation "Desandar el tiempo" Reflections on Popular Lettering and the memories of time in the work of the Artist Alfredo Romero. Museum of Anthropology Xalapa Veracruz.
- 2022 Museum Tour of Mexico 2022 Exhibition "Desansar el Tiempo, Mediodia de Mexico" Cultural Center Casa Principal, Instituto Veracruzano de Cultura IVEC, Veracruz Mexico.
- 2022 Museum Tour of Mexico 2022 Exhibition "Desansar el Tiempo, Mediodia de Mexico" MMAC, Morelense Museum of Contemporary Art JC, Cuernavaca, Morelos..
- 2022 "Cápsulas del tiempo" Exhibition within the framework of the White Night 13th edition La Sala Art Gallery, Merida Yucatan.
- 2022 Museum Tour of Mexico 2022 Exhibition "Desansar el Tiempo, Mediodia de Mexico" Yucatán State Museum, Main Gallery of the Peón Contreras Theater, Mérida, Yucatán.

- 2021 Museum Tour of Mexico 2021 “Despiel” Exhibition Museum of the City of Mérida, Yucatán.
- 2021 Exhibition “Memorias Desprendidas” Simard Bilodeau Contemporary Art Gallery. Los Angeles California.

2021

- 2019 Presentation and Auction “Memories of Our Times” MUNAL Mexico City, works by Alfredo Romero by the Urban Dreams Foundation.
- 2019 Exhibition “Vestiges of Our Times” Pinta Miami Art Fair with the Galleries, Simard Bilodeu and La Sala Art Gallery, Miami Florida.
- 2019 Exhibition “Vestiges of Our Times” Tour 2019 at Redbud Gallery in Houston, Texas.
- 2019 Exhibition “Vestiges of Our Times” FIAART International Fair of Antiquities and Art Monterrey, Nuevo León.
- 2019 Exhibition “Vestiges of Our Times” Tour 2019 at Simard Bilodeau Gallery in Los Angeles California
- 2019 Exhibition “Vestiges of Our Times” tour 2019 LTBar Gallery, Polanco, Mexico City

2019

- 2018 Exhibition “Vestiges of Our Times” with the La Sala Art gallery, at the Texas Contemporary Art Fair
- 2018 Exhibition “Vestiges of Our Times” Blanquis Urban Gallery CDMX.
- 2018 Exhibition “Vestiges of Our Times” Main gallery of the Peón Contreras Theater (SEDECULTA)

2018

- 2017 Exhibition “My Secret Garden” Vereacruzana Art Gallery in Mexico City.
- 2017 “Winter Exhibition” Exhibition at La Sala Art&Design Gallery for the Mérida Gallery Circuit

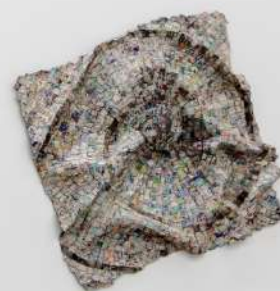
2017

- 2015. Permanent exhibition at the “LA SALA” Gallery in Mérida (Yucatán)
- 2015. Retrospective Exhibition at the Veracruzana Gallery. With the collections made in the 2009-2015 trajectory in Mexico. Mexico City.

2015

- 2014. ExpoTour-2014 - "IR ES VOLVER" Traveling exhibitions from the private collection of Alfredo Romero (Puebla, Veracruz, DF..., Barcelona, Seville, Valencia)
- 2013. "Belleza Robada" Watercolor Exhibition in the Exhibition Hall of the Hotel Veracruz.
- 2011. Exhibition of "La esencia de la ausencia" in the Ex convento del Carmén cultural complex. Tehuacán- Puebla (Mexico).
- 2010. August 4. Exhibition of lithographs and watercolors at the "IL Veneziano" gallery, Boca del Río, Veracruz (Mexico).
- 2010. July 1. Painting exhibition "La esencia de la ausencia" at the "El Ágora de la ciudad" Gallery (Xalapa-Mexico).
- 2010. May 21. Painting exhibition "No limits, sin fronteras" Art21estudio gallery (Guadalajara-Mexico).
- 2009. Painting exhibition "Alfredo Romero's private collection" at the HG hotel, Sant Cugat (Barcelona).
- 2009. Painting Exhibition "El misterio de la sombra" at the La Casa Principal Contemporary Art Gallery. Veracruz Mexico).
- 2008. "Paisajes Interiores" painting exhibition, Estudi Tenas (Canet de Mar. Barcelona)
- 2007. Painting exhibition at the art and design studio "Espais efimers" (Mollet del V.).
- 1998. Painting exhibition at the Mollet del Vallés Culture Center "La Marineta", Mollet del Valles (Barcelona).

2014
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1998



GROUP EXHIBITIONS

2026
2020

- 2026 Group exhibition “Criaturas de la noche blanca” for “Noche Blanca 2026” with La Sala Art Gallery, in Mérida, Yucatán.
- 2026 Art Fair “Scootsdale Art Week” with Nicolas Auvray Gallery, in Scootsdale, Arizona.
- 2026 Group exhibition “Demasiado Fino: rotulos y arte” for Mexico is the shit, in Mexico City, México.
- 2026 Art Fair “Intersect Palm Spirings: Art + Design Fair” with Nicolas Auvray Gallery, in Palm Springs, California.
- 2026 Art Week Yucatan “Materia Recuperada, Tiempo Suspendido, Silencio Activo” with La Sala Art Gallery, in Mérida, Yucatán.
- 2025 Art Fair “Art Miami” with Nicolas Auvray Gallery, in Miami, Florida.
- 2025 Group exhibition “Mé lange: a mixture of incongruous elements” at Nicolas Auvray Gallery, NY, United States.
- 2025 Art Palm Beach with Nicolas Auvray Gallery, Florida, United States.
- 2025 Group exhibition “Gallery Fiesta” at Nicolas Auvray Gallery, NY, United States.
- 2025 Hamptons Fine Art Fair with Nicolas Auvray Gallery, United States.
- 2025 Collective Exhibition “Trazos recientes: Nuevas adquisiciones del acervo” Centro de Artes Visuales, Mérida, Yucatán.
- 2024 “La construcción de la memoria. El Acervo Artístico Municipal” Museo de la ciudad de Mérida.
- 2024 Group Exhibition “El caballo se extravió” , Museo Regional de los Pueblos de Morelos, Palacio de Cortés, México.
- 2024 Group Exhibition “Ventanas” at Centro Cultural Casa Principal, Veracruz, México.
- 2023 LA Art Show with Simard Bilodeau Contemporary Gallery, Los Angeles, California.
- 2023 Choose Art group exhibition at Galería Urbana, Blanquis, Mexico City.
- 2022 LA Art Show, Simard Bilodeau Contemporary, Los Angeles California.
- 2021 LA Art Show, Simard Bilodeau Contemporary, Los Angeles California.
- 2020 Morton Auction Mexico City May 21, 2020.
- 2020 Collective Exhibition with the Simard Bilodeau Art Gallery at the LA Art Show, Los Angeles California.

2019 - 1997

- 2019 Group Exhibition with Artitude Gallery, Singapore, Republic of Singapore.
- 2019 Group Exhibition with Simard Bilodeau Art Gallery at the Art Palm Springs Art Fair in Palm Springs California.
- 2019 Group exhibition with La Sala art Gallery for the LA Art Show art fair in Los Angeles California.
- 2018, "México Vivo" Art Auction Museum of Modern Art, Mexico City.
- 2017 Collective Exhibition ÍCONO/GRÁFICO/MDA, Museo de la Ciudad de Mérida.
- 2017 Guest Artist at FILUX (Festival Internacional de la Luz), Mérida, Mexico.
- 2014 Second Bienal de Arte Veracruz 2014, Galería de Arte Contemporáneo, Xalapa, Veracruz.
- 2011 Video-altar, in collaboration with César Andrade and Carlos Zubiaur, Muestra de Altares Multimedia, Festival de Cine Filmarte 2012, Biblioteca Carlos Fuentes, Xalapa (Mexico).
- 2011 Pictorial Exhibition "Artistas por Veracruz", Veracruzana de Arte, World Trade Center (Veracruz).
- 2010 Exhibition at Galería Holos, Oaxaca (Mexico).
- 2010 Painting Exhibition "Arte erótico" at Galería Art É art, Cuernavaca (Mexico).
- 2009 Presentation of the project 3 x 1 at Galería Holos, Xalapa (Mexico).
- 2007 Painting Exhibition "Sensaciones" at Estudi Tenas (Canet de Mar).
- 2007 Exhibition "Silencio & Ruido", Espais efímers.
- 2007 Photography Exhibition at Centre Civic L'Era, Mollet del V.
- 2003 Exhibition "ENLLUERNATS", Centre Cultural Antigua Estación, Ayuntamiento de Rubí.
- 1999 Painting Exhibition at Centre de Cultura de Mollet del Vallés "La Marineta", organized by Centro Cultural Andaluz de Mollet "Federico G. Lorca".
- 1998 Mask Exhibition at Centre Cultural Antigua Estación, Ayuntamiento de Rubí.
- 1997 Sculpture Contest Exhibition at Centre de Cultura de Granollers "Can Gili" (selected).





OTHERS —

- 2025 Member of the Advisory Board of the Universidad de las Artes de Yucatán
- 2023 Cover of Yucatán Magazine.
- Director of the Art Embrión Collective (2010-2015)
- 2011. Installation “Lo que el tiempo nos deja” with the Art Embrión collective (Tehucán, Puebla, México).
- 2011. Performance “El calentamiento y la globalización”. Mollet del Vallés Market (Barcelona, Spain).
- 2010. Co-writer in the production of the film “Un día normal” www.vgarciafiml.com by director Víctor García.
- 2009. Creation of the poster “Un día normal” for the film of the same name by director Víctor García.
- 2009. Collaborations with www.vgarciafiml.com in the documentary “Fantasmas” by Víctor García.
- 2009. Large murals for Town Halls, events, etc. with Alberto Aragón and Emmanuel Cruz.
- 1998. Artistic direction and creation of sets for the short film “Platos combinados” by Víctor M. García (director) and M^a José Martínez (production) with the collaboration of the Center d’estudis C.E.C.C de Barcelona.
- 2006/07. Ephemeral montages at the art and design studio “Espais efimers” (Mollet del Vallés)
- 2002. Installation: LUNA-TIC/ LUN-ATIC/ LUNÁTICO.

TEACHING EXPERIENCE

- 2016 Conference-Workshop “vestiges of Our Times” at the University of Cartagena, Colombia for the Symposium, “Memoria Palabra y Cultura” Mexico – Colombia.
- 2016. Professor of the workshop “develop your artistic project” at the La Sala Art Gallery in Mérida, Yucatan.
- 2015. Professor of Art History and Visual Interpretation at the Metropolitan Technological University of Mérida, Digital Design major.
- 2014. Visual Arts Coordinator of the Veracruzano Institute of Culture (IVEC)
- 2011/14- Deputy Director of Education and Research of the Veracruzano Institute of Culture.
- 2013. Museography Conference-Workshop at the Franz Mayer Museum (DF- Mexico) for the 1st. Symposium on Cultural Management and Policies.
- 2012. Professor of the Sixth Course on Projects in Architecture, Center for Gestalt Studies, Veracruz, Veracruz (Mexico).
- 2011. Professor of the Interior Design Course-workshop “Method and development” Gestalt school, Veracruz (Mexico).
- 2011. Conference “Commercial spaces” at the Gestalt University of Architecture and Design, Veracruz (Mexico).
- 2011. Advisor of the “Popular markets + design” project for the Faculty of Visual Arts of the Universidad Veracruzana. In the visual communication design career. (collaboration with the Javeriana School in Cali, Colombia).
- 2011. Advisor of the “Jardines escondidos” project for the Arte Embrión collective of the Faculty of Plastic Arts of the Universidad Veracruzana. (Mexico).

2016
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2011

2010
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2006

- 2010. Professor of the installation workshop “Construyendo deseos: Espacios Efímeros, arte y diseño”, Faculty of Plastic Arts of the Universidad Veracruzana. (Mexico).
- 2010. Conference “Formula y desarrollo del diseño de interiores”, Gestalt University of Architecture and Design, Xalapa (Mexico).
- 2010. Professor of the window dressing course “Espacios que venden más”, Realia, Cultural Management and Training Center, Xalapa (Mexico).
- 2010. Professor of the interior architecture workshop at the Gestalt University of Architecture and Design, Xalapa (Mexico).
- 2010. Professor of the window dressing course at Realia, Cultural Management and Training Center, Xalapa (Mexico).
- 2010. Conference “Espacios efímeros” at the Gestalt University of Architecture and Design, Xalapa (Mexico).
- 2009. Professor of the “Escaparatismo” course for the Consortium for continuous training of Catalonia “PIMEC”.
- 2009. Professor of the “Pintura experimental” course in Xalapa, (Mexico).
- 2008. Professor of “Escaparatismo para profesionales” at Barcelona Activa.
- 2007. Professor of the course “Interiorismo y decoración” for the Consortium for continuous training of Catalonia “PIMEC”.
- 2007. Training for trade professionals to set up the “Mercamollet” stand.
- 2006. Professor for projects at the “Espais comercials” interior design seminar, Municipal School of Design of Rubí (EDRA).





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