

ORIGINAL

Baja California

Mexican Textile
Art Encounter

Tijuana, Baja California

November 13 – 16, 2025

Centro Cultural Tijuana

Paseo de los Héroes #9350, Zona Urbana Río Tijuana, 22010 Tijuana, B.C.

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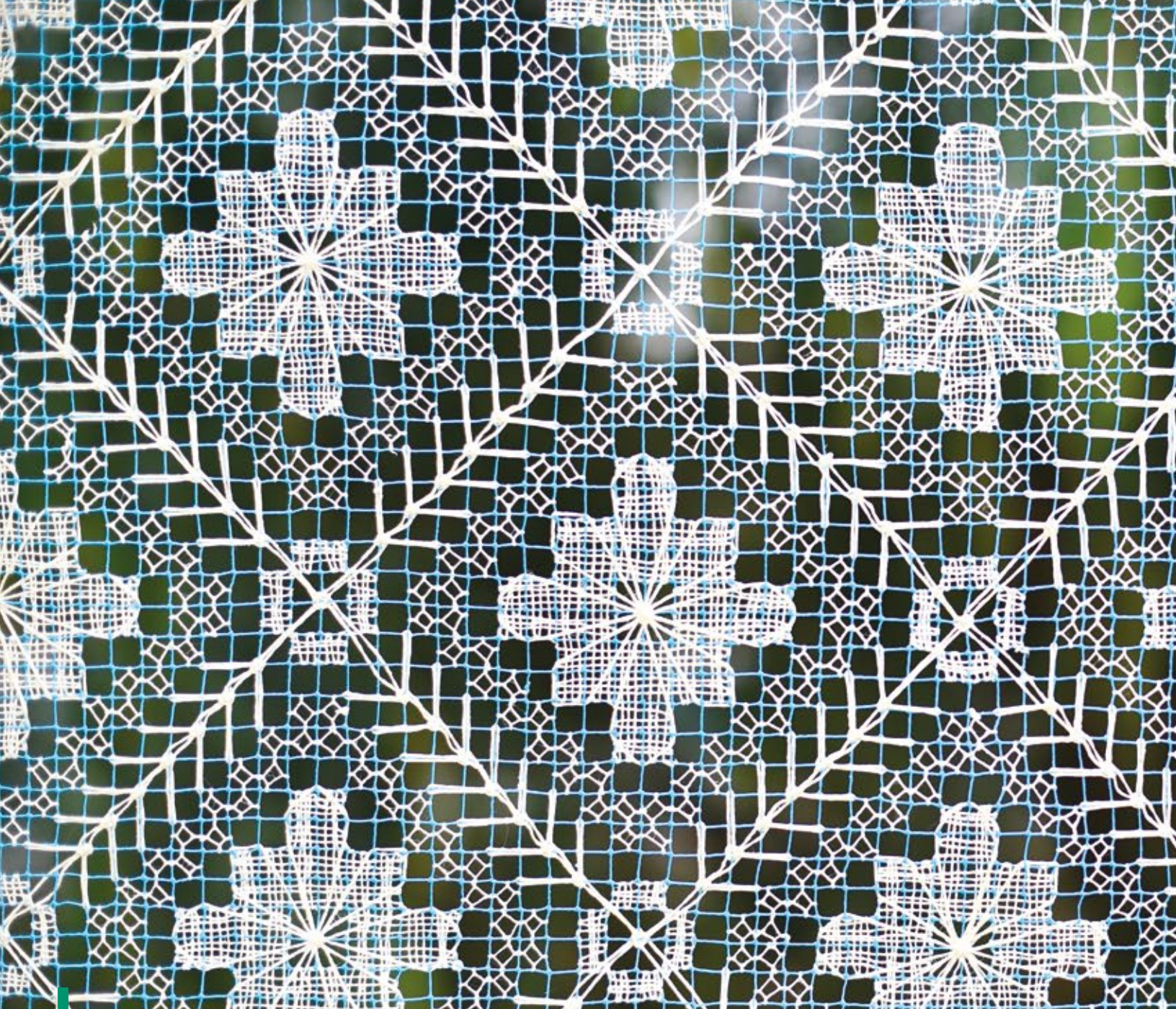
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The background is a solid teal color. A white grid pattern, composed of thin lines, forms a circular shape that frames the central text. The grid lines are slightly curved, creating a subtle optical illusion of depth.

Original 2025



We are the largest artisan art market in Latin America

We are the largest artisan art market in Latin America.

In 2025, Original will celebrate its fifth anniversary by expanding from north to south, embracing Mexico with the beauty and power of artisan art.

This year, the Textile Art Encounter will arrive in Baja California, Yucatán, and Mexico City. This growth responds to President Claudia Sheinbaum's order to bring social justice to indigenous and Afro-Mexican communities, historically forgotten and neglected, which today find a space for recognition and dignity in Original.

In November, Original will visit Baja California, a vibrant state, epicenter of cultures, diversity, and economic development, known as the gateway to Latin America. **The Mexican Textile Art Encounter Original Baja California** will be held at the **Centro Cultural Tijuana**, bringing together master artisans from across the country, with a range that include textile art, jewelry, accessories, and decorative and utilitarian art.

The presence of local indigenous communities—Cochimí, Cucapá, Kikapú, Kiliwa, Kumiai, and Paipai—will make this encounter a true mosaic of identity, creativity, and memory. In this way, Original Baja California will not only showcase the talent of artisans, but also highlight the living heritage of a state that reflects Mexico's cultural diversity.



Mexican Textile Art Encounter



A living legacy, a necessary movement

With their hands, artisans tell ancient stories that reveal details of our identity. They inherited a wide range of knowledge and practices that speak of resilience, belonging, and creativity.

For generations, indigenous and Afro-Mexican communities have cared for their art as if protecting a sacred legacy. However, they have suffered plagiarism, dispossession, and misappropriation of their designs, symbols, and techniques.

Original was created to change this. Launched in 2021 by the Ministry of Culture of the Government of Mexico, this movement promotes and protects artisan art as collective heritage and living legacy.

Mexican textile art for the first time at Los Pinos

Original held the first Mexican Textile Art Encounter in December 2021, at the Centro Cultural Los Pinos.

The purpose was to organize a large artisan textile art market that would make a significant difference in the way it is exhibited, sold, and purchased without giving recognition to the creator:

First, the artisans would be at the center of the Encounter, that is, they would be protagonists at all times, from considerations for their transportation, the allocation of sales stands, topics and needs for their training, to the visibility of their names, origins, and languages in promotional materials.

Second, it would facilitate direct contact between the audience and artisans, which means that artisan art for sale would be exhibited by its creators rather than by intermediaries.

Third, the pieces would be labeled indicating the name of the artisan, place of origin, the name of the piece, the technique and materials used, as well as the price.

Fourth, awareness would be raised among the audience to encourage them to make fair purchases, saying “No bargaining!” and valuing the creator.

Fifth, the purchase of certified, original artisan art would be guaranteed for the audience.

Sixth, a runway would be organized where the protagonists would be the artisans themselves, who, in front of the audience, cameras, and spotlights, would show their pieces of textile art.

Seventh, a training program would be offered to artisans based on the topics that interest them the most.

Eighth, a program of activities related to intangible cultural heritage, indigenous traditions, artisanal creation, and food culture would be offered to raise public awareness regarding artisan art.

Therefore, the Mexican Textile Art Encounters have grown and strengthened, reaching a wider audience each year. In these four years:

866,000 people have visited Original in Mexico City.

95% of the artisans who have participated in Original have been able to provide opportunities for their families, such as **employment, access to health care, and education.**



Original
Baja California:
**art, identity
and diversity
without borders**



Exhibition and sale of certified crafts

In one place, you will find a wide variety of crafts to wear and accompany your daily life: textiles, jewelry, accessories, and decorative and utilitarian art, created with the passion and talent of artisans from different regions of the country.

A unique exhibition and sale featuring handcrafted pieces that bring together the richness of Mexico: textile art, plant fibers, wood, bone and horn, pottery and ceramics, goldsmithing, leatherwork and furriery, lacquerware, as well as waxwork.

National participation

279 artisans from **27 indigenous communities**, coming from **30 states across the country**.

Number of participating
artisans by state



Aguascalientes	3	
Baja California	30	
Campeche	12	
CDMX	1	
Chiapas	45	
Chihuahua	8	
Coahuila	2	
Colima	1	
Durango	1	
Estado de México	16	
Guanajuato	2	
Guerrero	15	
Hidalgo	9	
Jalisco	5	
Michoacán	19	
Morelos	4	
Nayarit	3	
Oaxaca	49	
Puebla	13	
Querétaro	2	
Quintana Roo	3	
San Luis Potosí	2	
Sinaloa	1	
Sonora	5	
Tabasco	1	
Tamaulipas	2	
Tlaxcala	8	
Veracruz	7	
Yucatán	7	
Zacatecas	2	

Participation from Baja California

30 artisans, **27** of whom belong to **5 indigenous communities**.

The artisan art of Baja California is vibrant, diverse, and deeply connected to its roots. The artisans who will be at Original Baja California belong to the indigenous groups: **Cochimí, Cucapá, Kumiai, Kiliwa, and Paipai**. They will share their creativity and ancestral knowledge through handcrafted pieces that tell us about the history of the region. Their presence brings to life a unique cultural mosaic that reaffirms Baja California as a territory in constant change, but also as the guardian of Mexico's rich identity.



Cochimí: **3**
Cucapá: **5**
Kiliwa: **4**
Kumiai: **12**
Paipai: **3**

Business Room

A space designed to facilitate direct encounters between artisans and individuals interested in establishing collaborations, wholesale purchases, or new joint projects.

A place that promotes dialogue and commercial opportunities, always under the **principles of ethical collaboration** that distinguish Original, guaranteeing fair and respectful relationships with creative communities.



• Guidance to fair negotiation with artisans

Are you interested in doing business with artisans?
Then you should read this:

Artisan art is the living heritage of indigenous peoples and creative communities with collective copyright.

Therefore, it cannot be copied, reproduced, or used as inspiration and/or tribute without permission from the communities that hold this knowledge.

A) Legal framework

In **2024**, Article 2 of the Constitution was amended, recognizing indigenous and Afro-Mexican peoples and communities as subjects of public law, with legal personality and their own heritage.

In **2022**, the Federal Law for the Protection of the Cultural Heritage of Indigenous and Afro-Mexican Peoples and Communities (LFPPCPCIA, *Ley Federal de Protección del Patrimonio Cultural de los Pueblos y Comunidades Indígenas y Afromexicanas*) was enacted, recognizing cultural heritage and collective intellectual property.

In **2020**, the Federal Copyright Law was amended, removing artisan art and traditional art forms from the public domain and placing them on an equal legal footing with any literary or artistic work: Article 157 recognizes the intellectual property rights of indigenous and Afro-Mexican peoples and communities.

The law reinforces protection against the exploitation of cultural property, reaffirming in Article 158 the obligation to obtain written authorization from the owner people or community.

In **2021**, the **Original Decalogue** was created to guide fair and ethical commercial relations between artisans and purchasers.



C) Principles of ethical collaboration

Every day we weave a stronger network of justice, collectivity, and respect. Our initiative focuses on changing awareness around artisan art, promoting fair trade, sustainability, and ethical exchange.

That is why we propose these principles of ethical collaboration:

**Direct work
with artisans**

**Equity in
collaboration**

**Respect for
intellectual property**

**Recognition
to creators**

**Regard for
the artisan trade**

**Appreciation
for uniqueness**

Artisan art protagonists *

Here is a preview of some of the outstanding artisans who will be at Original Baja California:

Romana Martina del Carmen Nadal Chuc

Jewelry

Campeche, Campeche,
Campeche

With more than 35 years of experience, she innovated in the use of bull horn as a substitute for tortoiseshell. She is part of the Great Masters of Popular Art from Fomento Cultural Banamex, A.C.



Alberto López Gómez

Textiles

Juxton, Aldama, Chiapas

Internationally recognized, he presented his pieces at New York Fashion Week in 2020. He was a member of the Original Advisory Board from 2021 to 2024.

Aurelia Ojeda Meléndrez

Jewelry

San José de la Zorra,
Ensenada, Baja California

A renowned Kumiai promoter and artisan who preserves and revitalizes the traditional art of the Yumana culture. Grand Prize for Popular Art 2016. Great Masters of Popular Art from Fomento Cultural Banamex, A.C.



Araceli Rodríguez Bautista

Textiles

Ahuirán, Paracho,
Michoacán

Grand Prize for Popular Art 2021 and 2022. Grand National Prize for Popular Art 2024.

**Program subject to change*

Elsa Abigaíl Mendoza Antonio Textiles

Santo Tomás Jalieza,
Oaxaca

Grand National Prize for Popular Art 2018. She is part of the selection of Great Masters of Popular Art from Fomento Cultural Banamex, A.C.



Enedina Seferina Vásquez Cruz Jewelry

Santa María Atzompa,
Oaxaca

2013 Tlaquepaque National Ceramics Award. She is part of the Great Masters of Popular Art from Fomento Cultural Banamex, A.C. She participated in the International Folk Art



Mauro Habacuc Avendaño Luis Textiles

Pinotepa de Don Luis,
Oaxaca

Artisan dedicated to the conservation of the purple snail used to dye textiles. He received the Nature Conservation Award by CONANP in 2015.



Hilan Cruz Cruz Textiles

Tlacomulco, Huauchinango,
Puebla

In 2024, she collaborated with Dior Fashion House. She has carried out work to rescue curved weaving, Grand National Prize for Popular Art 2019, Presidential Award at the Grand National Prize for Popular Art 2022, Great Master Artisans of Mexico's Artisan Heritage 2025.

Teresa Lino Bello Textiles

Hueyapan, Puebla

Artisan Lifetime Achievement Award by FONART in 2018. She represents the Tamachij Chihuahatl collective, which has brought together more than 200 women artisans for 40 years. Original Advisory Board from 2021 to 2024.



**Genoveva
Pérez Pascual**
Jewelry

**San Ildefonso Tultepec,
Amealco de Bonfil,
Querétaro**

Recognized in Milan, Madrid, and Istanbul, she is part of the selection of Great Masters of Popular Art from Fomento Cultural Banamex, A.C. Winner of the 2012 Mexican Popular Toy Contest.



**Arturo Estrada
Hernández**
Textiles

**Santa María del Río, San Luis
Potosí**

He has 40 years of experience as a silk rebozo weaver. 2002 National Prize for Science and Arts, Popular Arts and Traditions category. He won the National Rebozo Competition in 2004. He is an instructor at *Casa del Rebozo* in Santa María del Río, San Luis Potosí.



**Ignacio
Netzahualcoyotl
Nava**
Textiles

**Contla de Juan Cuamatzi,
Tlaxcala**

He has participated in the International Folk Art Market. He was a member of the Original Advisory Board from 2021 to 2024. He is part of Great Masters of Popular Art from Fomento Cultural Banamex, A.C.



Juana Bravo Lázaro
Textiles

**Angahuan, Uruapan,
Michoacán**

2024 National Arts and Literature Award. Angahuan Artisans Collective and the Association of Artisan Weavers of Santiago Angahuan, with more than 500 women. Promoted the “*Tejido Artesanal de Angahuan*” brand, which promotes fair trade. Original Advisory Board from 2021 to 2024.

**Alicia
López Gómez**
Textiles

**Xochistlahuaca,
Guerrero**



**Juliana Martha
Sernas Luis
Textiles**

San Antonino Castillo
Velasco, Oaxaca



**Guillermo Julián
López Barrios
Textiles**

Oaxaca de Juárez,
Oaxaca



**María Luisa
Díaz Gómez
Textiles**

Kibeltik, Chonomyaquilho,
Larráinzar, Chiapas



**Esperanza
Zárate López
Textiles**

San Pedro Cajonos,
Oaxaca

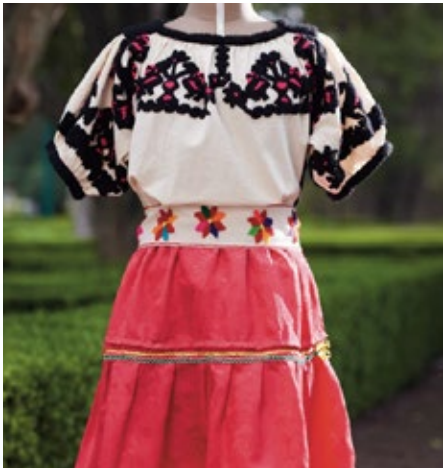
**Elizabeth Marín
de Lara
Textiles**

El Chiquihuitero, Calvillo,
Aguascalientes



**Ana Claudia
Anselmo Moreno**
Textiles

Acoxcontitla,
Veracruz



**Juan Carlos
Jalisco Jarilla**
Textiles

San Bartolomé Ayautla,
Oaxaca



**Marisol Cruz
Quiroz**
Textiles

El Mosco, Santiago Ixtayutla,
Oaxaca



**Rigoberto
Romano**
Textiles

Contla de Juan Cuamatzi,
Tlaxcala

**Anastasia
Minjarez Carrillo**
Wixárika Art

Mezquitic, Jalisco



Runways

Tradition walks proudly

A lively space where Mexican textile art takes center stage. Here, master artisans showcase the richness of their creativity and tradition, not only through the pieces they make, but also by modeling themselves on the runway.

Each presentation is an encounter that highlights their talent, honors their identity, and brings the audience closer to the depth of our cultural heritage.

In addition, these runways seek to strengthen the relationship between creators and the audience, fostering direct sales and fair recognition of their work.





Training Program

At Original, we promote continuous learning and dialogue through our Training Program, a four-year process that includes courses, forums, workshops, and in-person and online presentations.

This space responds to the needs of the artisan community, offering cultural, technical, social, and economic content.

In addition, it promotes the appreciation of artisan work, collective rights, and ethical collaboration, fostering an exchange of knowledge between specialists and master artisans in a lively, accessible, and transformative process.

Aimed at artisans attending Original Baja California.

Cultural program

Original offers a mosaic of experiences for all ages:



Original Jakualj,
activities and workshops
for children



Original Tipai tiwuilj,
workshops for the
elderly



**Traditional
Cuisine**



**Music, dance,
and theater
performances**

Each activity is designed to celebrate our traditions, strengthen respect for our roots, and open paths to encounter artisan art, bringing communities and the audience closer to the living richness of our culture.



**Live the Original
experience!**

**No bargaining!
Buy ethically!**

#ArteTextilMexicano
#ResistenciayTradición
#CulturaViva



ORIGINAL
BAJA CALIFORNIA



**BAJA
CALIFORNIA**
GOBIERNO DEL ESTADO

CULTURA
Secretaría de Cultura
Instituto de Servicios Culturales
de Baja California



Centro Cultural Tijuana



Cultura
Secretaría de Cultura



FONART
FONDO NACIONAL PARA EL
FOMENTO DE LAS ARTESANÍAS