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#### **THPUBLIC**

Each issue is an opportunity to take a closer look at what's changing, both in the business world and in society. In this issue, we bring together stories that reflect how different voices are forging new paths to build a more efficient, humane, and conscious future.

On the cover, we spoke with Daniela Osores, general manager of the Food Bank of Peru, about how collaborative networks can make a difference in the fight against hunger. Her message is clear: if we want a more just country, we need to rethink our consumption and waste habits and commit to those most in need.

Energy management also enters into this conversation about responsibility. A thorough understanding of electricity consumption is no longer just a technical issue; it's key to enabling companies to operate efficiently, comply with regulations, and, above all, lead responsibly in the face of environmental challenges.

From the perspective of innovation, we spoke with the CEO of Rocketbot about how Robotic Process Automation (RPA) is transforming the way businesses operate. This technology allows for optimizing resources, reducing operational errors, and focusing human talent on strategic tasks that truly add value in constantly evolving environments.

Finally, we explore the expressive power of art with Mexican sculptor Miriam Pérez Guerrero, who has found in metal a medium to represent movement, history, and identity. Her work crosses borders and is installed in public spaces as a symbol of a sensibility that, beyond technique, connects with the essential.

In a context of global challenges, these stories remind us that moving forward is not only a matter of innovation, but also of intention. It's about thinking collectively, caring for resources, and finding new ways to tell the story of who we are and where we want to go.

GENERAL EDITOR





Radio The Public





## AUTOMATE

IS TO INVEST IN EFFICIENCY AND COMPETITIVENESS

78% of global companies already implement RPA and report savings of up to 30% in their operations.

utomation, and Robotic Process Automation (RPA) in particular, is transforming the way businesses optimize their operations. By delegating repetitive and routine tasks to software robots, organizations can improve their efficiency, while also improving their profitability and ability to adapt to unexpected changes.





"The concept of automation is not new; it has always been key to improving efficiency," explains Juan Jorge Herrera, CEO of Rocketbot, a solution developed in Python that allows repetitive tasks to be automated with great flexibility. In his view, RPA consists of replicating actions within human digital environments: from copving information between systems to writing emails or entering data into web platforms.

One of the most common when discussina concerns automation is its impact on employment. However, Herrera emphasizes that "there are very few cases in which employees are laid off due to automation." In most scenarios, employees behind routine leave and repetitive tasks to focus on more strategic and creative roles.

Juan Jorge Herrera, CEO of Rocketbot

ROCKETBOT

ME:TBOT

Business for business I

7

Although its initial adoption was most marked in sectors such as banking, insurance, and finance, automation has now spread to virtually every industry. Even in the manufacturing sector, where physical automation has traditionally been prioritized, opportunities are now being explored in administrative and management processes.



#### AUTOMATION DOESN'T REPLACE A BAD PROCESS, IT AMPLIFIES IT."

A Deloitte study indicates that 78% of organizations globally have already implemented some form of RPA, and 92% expect to scale its use over the next three years. Furthermore, those that have adopted automation on a large scale report up to a 30% reduction in operating costs and significant improvements in accuracy and response time.

However, automation doesn't simply mean incorporating technology. For Herrera, one of the most common mistakes is thinking that RPA will solve all problems without first reviewing internal processes.



He also emphasizes the need to consider possible changes in digital platforms: "If a website is updated and the bot was programmed to access it, it will likely stop working if it isn't adjusted in time." Therefore, unlike other tools. Rocketbot offers affordable licenses and the ability to run multiple parallel without processes in incurring additional costs.

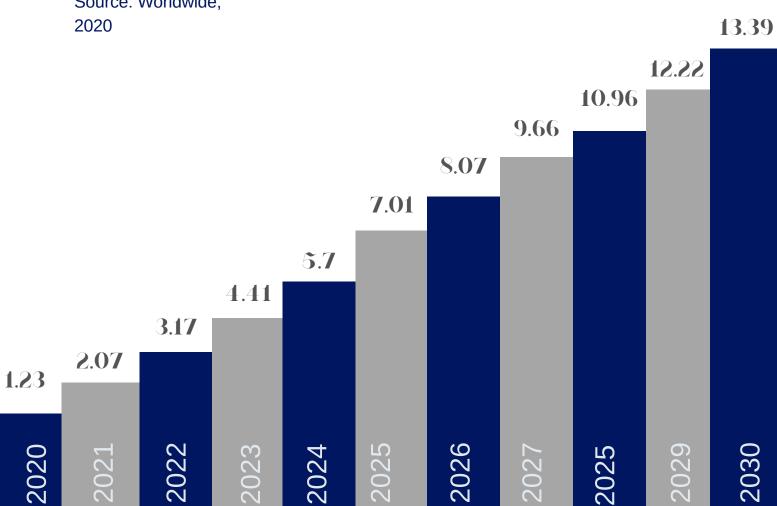
In short, RPA not only represents a technological evolution, but also an opportunity for companies to redefine their way of operating. It enables them to unleash human talent, optimize resources, and respond more quickly to the challenges of today's environment.

"Automation is a strategic decision. Whether you want to grow without increasing your workforce or you need to be more efficient, automation allows you to move forward without friction," Herrera concludes.

### Global Robotic Process Automation (RPA) Market Size from 2020 to 2030.

(in billions of US dollars)

Source: Worldwide;



### **ENERGY MANAGEMENT** DEFINES THE FUTURE OF **COMPANIES**

Understanding electricity consumption is key to optimizing operations, complying with environmental regulations, and leading with climate responsibility.

or many companies, energy represents one of the most significant operating expenses. However, it rarely receives the strategic attention it deserves. Energy efficiency allows companies optimize their processes, improving their competitiveness in market. beyond the But this. reducing energy consumption fewer greenhouse means gas dependence emissions, less on non-renewable sources, and а significant contribution to mitigating climate change.

In 2023, global energy consumption will reach a record high of 620 exajoules, driven primarily by economic growth and high electricity demand in emerging economies such as China, which has led much of the increase over the past decade.

In Latin America, despite abundant growing natural resources and demand due to industrial and urban development, significant inefficiencies persist in energy consumption management. and This gap not only impacts costs but represents also barrier a progress toward sustainability goals.



"There are still companies that don't have a clear idea of their own energy consumption. They see the expenditure, but they can't explain why it increases or decreases, nor do they know what part of their operations is causing it," explains Juan Felipe Puerta, marketing manager at Erco Energy, a subsidiary of Neu Energy, a Colombian company that offers digital solutions for the marketing of electric energy, allowing customers to monitor and optimize their energy consumption in real time.





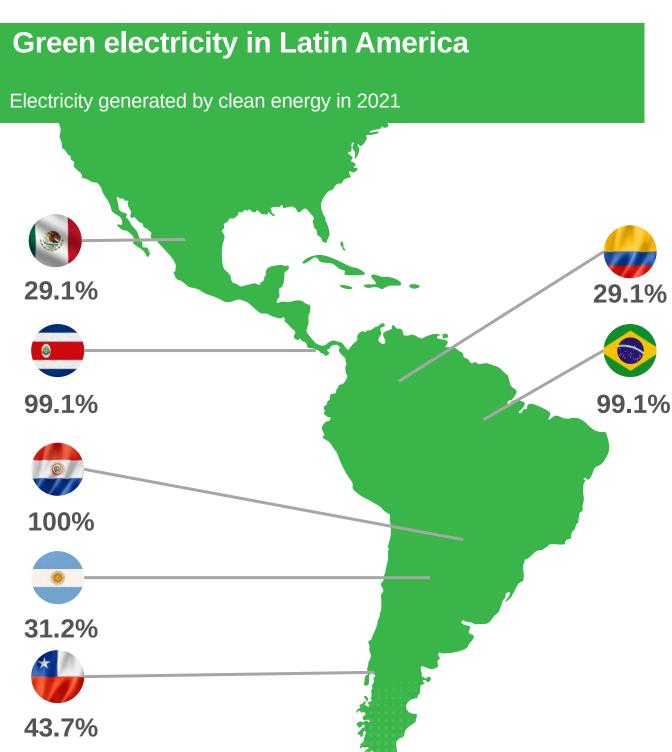
"When company a graphically see how much energy it's using in each area or process, begins to ask important questions: Why are consuming more on weekends? Is it necessary to keep certain equipment on all day? Can we change habits or implement new technologies?" Puerta points out. This type of information makes it easier to identify inefficiencies and allows for the design of specific strategies to reduce consumption.

Furthermore, access to accurate data facilitates compliance with environmental regulations, certifications, and sustainability reports, which are increasingly required in various sectors. It can even be the first step toward a deeper energy transition, such as the incorporation of renewable sources, self-generation models, or efficiency schemes.

Clubdeempresas.com I13

"Every action we take today as companies has an economic impact, and these decisions will also make a difference on the path toward a more sustainable energy future," Puerta notes.

In an increasingly competitive and regulated business environment, understanding one's energy consumption is no longer an option: it's a necessity. Digital tools that enable visualization not only with empower companies operational decisions but also position them as active players in the fight against climate change.



Fuente: Ember GLobal Electricity Review 20220

# THE FUTURE OF TECHNOLOGY MUST BE CIRCULAR

Equipment refurbishment and resource reuse are changing the technological

landscape.



he circular economy in the technology sector is emerging as a key strategy to mitigate environmental impact and promote sustainability. This model seeks to minimize waste and maximize resource reuse, transforming the way technology products are designed, produced, and recycled.

"The circular economy allows us rethink the life cycle technological products, from conception to final disposal. ensuring that each component has a second life or is efficiently recycled," says Carlos Serranos, co-CEO and CGO of Rematech, a company that is part of Sustainable Technology For Everyone ecosystem.

This Mexican company operates through three strategic brands: Rematech. focused the on redistribution refurbished of electronic devices: Circular IT. responsible for the equipment recovery process; and Bridge IT, which develops technology optimize circular models. "Our goal is not to compete with the major market players, but to differentiate ourselves with technology operational and intelligence," explains Serranos.



However, Serranos emphasizes that one of the biggest obstacles to refurbished technology is that people still don't consider it a "People necessity. don't buy sustainability, they buy convenience. If you offer a laptop at an affordable price, they buy it the savings, not for environmental impact," pointing out that this type of consumption responds to immediate priorities than widespread rather a environmental awareness.

Currently, it is estimated that more than 50 million tons of electronic waste are generated worldwide each year, and less than 20% is recycled formally or properly. This represents an environmental threat and a loss of material and economic resources worth millions of dollars.

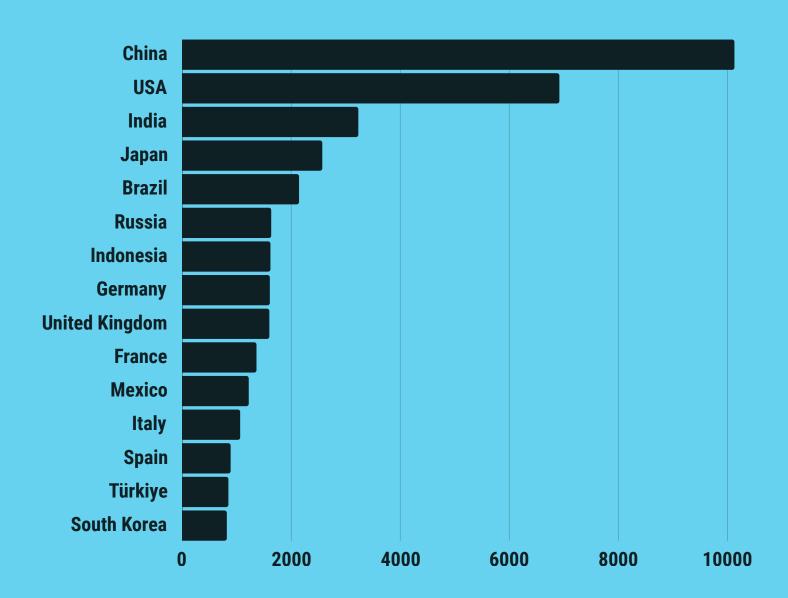


But beyond this necessary shift in mentality, Serranos emphasizes that we cannot advance sustainability without addressing the root of the problem: waste generation. In his view, the circular economy must cease to be a reactive solution. "As long as waste exists, the problem has not been solved. The challenge is to design to avoid generating waste from the source," he explains.

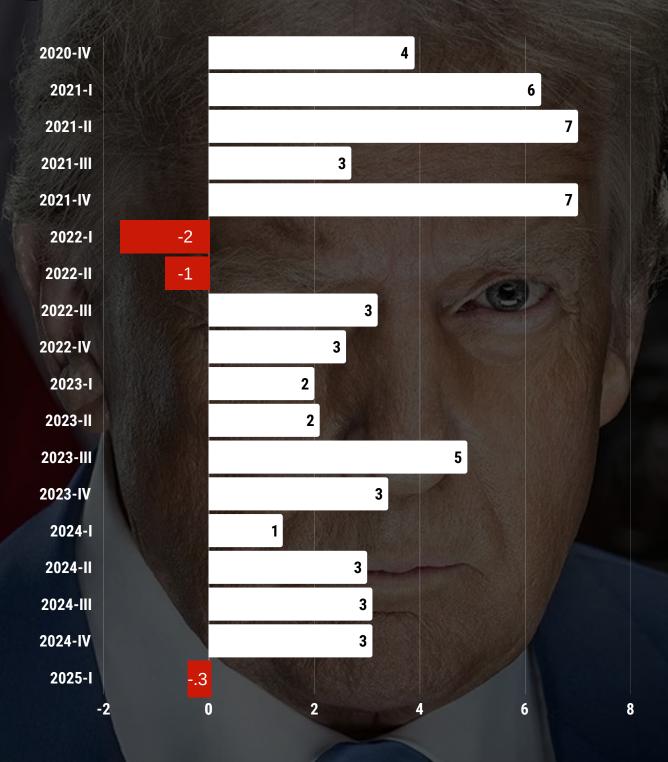
"The circular economy creates new markets, not replaces existing ones," the CEO notes. Through the revaluation of products and resources, technology becomes a key driver of sustainability. In this sense, this model is not only economically viable, but also socially transformative.

## The countries that generate the most electronic waste

Ranking of countries by volume of e-waste generated in 2019 (in thousands of metric tons)



# THE US ECONOMY CONTRACTS FOR THE FIRST TIME SINCE 2022 AMID UNCERTAINTY OVER PRESIDENTIAL POLICIES.



Annualized percentage rate - unseasonal series Source: Department of Commerce.



# THE ARTIFICIAL LIGHTING

## TRANSFORMS FOOD CULTIVATION

With adaptable LED systems and production in controlled environments, artificial lighting enables more efficient, consistent, and sustainable harvests year-round.

aced with the growing need to produce more food efficiently and sustainably, the agroindustry is adopting technologies that once seemed exclusive to science fiction. One of the most disruptive is artificial lighting, which allows crops to be grown independently of seasons, climate, or geographic location.



This technology has gained prominence for its ability to replicate and optimize sunlight through tunable LED systems. According to a report by research firm Market Research Future (MRFR), the agricultural lighting market was valued at \$11.7 billion in 2023 and is estimated to reach \$30.5 billion to \$42.7 billion by 2035, depending on the growth scenario.

The principle behind this innovation lies in photosynthesis. respond to different wavelengths: blue light (with wavelengths between 400 and nanometers) 500 promotes vegetative growth, while red light (600-700 nm) is key for flowering and fruiting. Even ultraviolet and far-red light have positive effects, improving nutrients from stimulating germination. Understanding these responses allows for tailoring light to the type of crop and growth stage, something impossible with natural sunlight.



#### | nucleorural.com

Practical examples already show surprising results. In Japan, the Mirai production plant grows up to 10,000 lettuces per day in a closed system with LED lighting, reducing water and energy consumption. In greenhouses, artificial high-tech complements sunlight light extend growing seasons and improve vields in tomatoes, peppers, and flowers.

The advantages are vast: increased productivity, consistent quality. reduced use of resources such as water and pesticides, and cultivation in areas unsuitable for traditional agriculture. However, there are also However. artificial lighting has ceased to be а mere complementary tool and has become a fundamental pillar of modern agriculture. With the rise of LED technology and its adaptability, this innovation is positioned as a pillar in the future kev agribusiness. challenge? The Scaling it sustainably and making it accessible to more producers.





# 

"We waste half of what we produce in a country where more than 17 million people are food insecure."



With more than a decade of work, the Food Bank of Peru reaffirms its commitment to a more just, hunger-free country by promoting new forms of collaboration and donation.

n Latin America, millions of people face food insecurity as a constant reality every day. The region, one of the most unequal in the world, produces enough food to feed its population, yet it faces alarming rates of hunger, malnutrition. and waste. This contradiction reflects a structural failure that requires urgent and sustained solutions.

"Approximately 47.6% of the food produced each year is wasted. And every time food is wasted, we are depriving many people of opportunity the to feed themselves. Our country cannot continue to normalize hunger," Osores, savs Daniela general manager of the Food Bank of Peru <u>(BAP).</u>



In countries like Peru, the situation is particularly dire: 51.7% of the population (approximately 17.6 million people) live in moderate or severe food insecurity. Furthermore, six out of ten Peruvians have gone a day or more without eating due to a lack of access to food.

Faced with this situation, the BAP has strengthened its commitment to the "Hunger is not a Choice" campaign, an initiative that seeks to provide 100,000 food rations to than 7.200 people more vulnerable situations.

"In these eleven years, we've been able to recover more than 50,000 tons of food. We currently serve 80,000 people every day, but we're looking to reach an ever-increasing population, not just the foodinsecure population itself, but also the population living in extreme poverty," Osores emphasizes.

One of the most worrying issues, says Osores, is childhood anemia: "In areas like Loreto, located in the Peruvian Amazon, more than 90% of children under three years old live with anemia. We can't talk about development when millions of children grow up without access to even minimal, adequate nutrition," she emphasizes. For her, the fight against malnutrition must be a cross-cutting priority, with active participation from all sectors.



Its model is based on the recovery surpluses from companies, supermarkets, agricultural and producers. With a decade BAP has uninterrupted work, managed to deliver food in good condition to communities across the country. "Although we reach 22 regions in the country, we want to reach all of Peru more consistently," he says.

For Osores, this initiative not only responds to an urgent need, but also demonstrates that "solidarity can be organized, professionalized, and have a large-scale impact." Under his leadership, the organization has consolidated a network of more than 400 partner companies, as well as a volunteer base that grows each year.

The "Hunger Is Not a Choice" campaign encourages citizens to become recurring donors, with contributions starting at 20 soles, which translate directly into food "Raising rations. awareness about food waste and insecurity is the foundation for mobilizing the population so they participate and generate change," the manager emphasizes.

For this reason, in recent years, the BAP has implemented nutritional education, recycling, and entrepreneurship workshops in vulnerable communities. "It's not just about providing food; it's also about giving dignity to people, supporting them on their path to self-sufficiency, and ensuring that future generations have better opportunities," she notes.





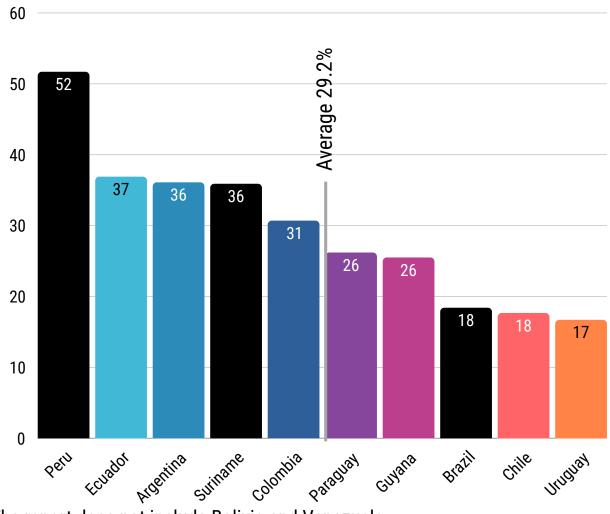
However, Osores also emphasizes that private sector participation is key to expanding its reach. While they currently collaborate major companies, there is still enormous potential to be tapped. Having more companies join whether through donations, joint campaigns, or logistical support not only strengthens the BAP's operational but capacity also multiplies its social impact.

advertising programs. And, through their brands, they allow us to position the Food Bank. Unfortunately, there are still many people who aren't aware of our work. That's why these partnerships with large companies are so valuable: they give us great visibility and help us reach more people who can join this cause."

Hunger knows no age, gender, or location. Anyone can themselves, at any moment, without the means to feed themselves. In the midst of this situation, "Hunger Is Not a Choice" takes on special relevance of as part of commemoration the tenth anniversary of the Food Bank of Peru. Its call today seeks to rally support so that food ceases to be a privilege and finally becomes guaranteed right for all.



#### Percentage of moderate food insecurity in South America.

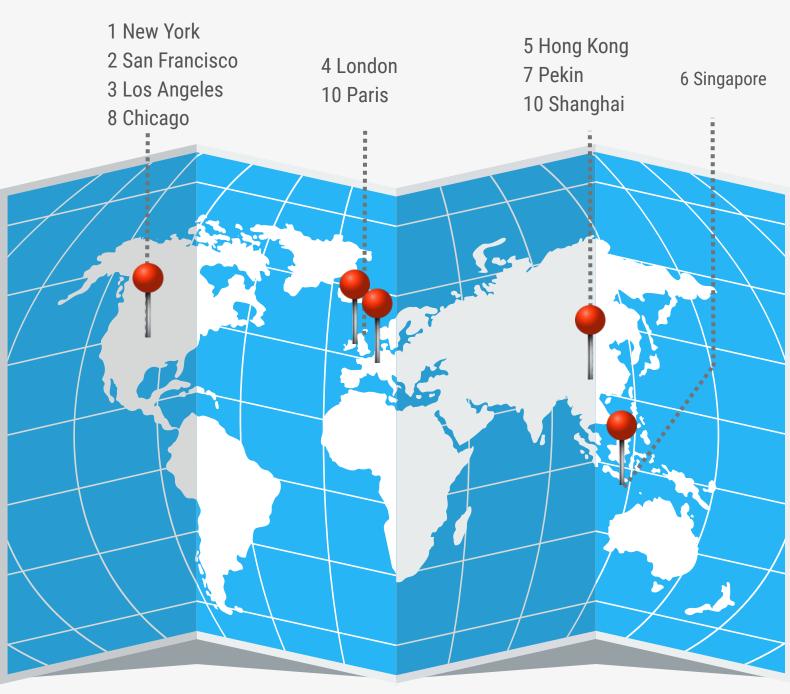


The report does not include Bolivia and Venezuela

Prepared by the Peruvian Center for Social Studies (CEPES) based on the latest FAO SOFI 2024 report

#### **CITIES WITH THE GREATEST WEALTH**

Fuente New World Wealth, Henley & Partners



384,500 millionaires.

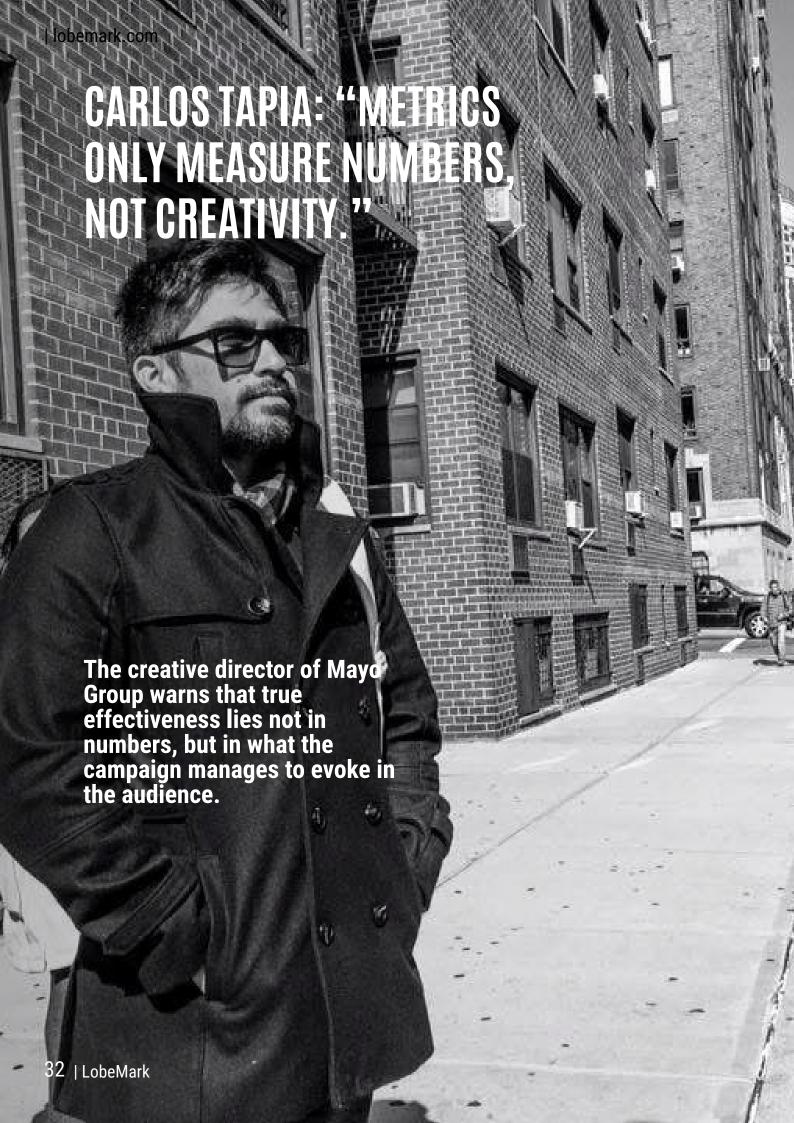
66 billionaires

818 centimillionaires

## Lobe Mark



lobemark.com



oday, measuring the real impact of an advertising campaign requires looking beyond clicks, conversions, or views. When storytelling becomes the bridge to generating shared experiences and building loyalty, traditional metrics fall short.

"Before, the only way to measure it was through word of mouth. In Peru, when you made a commercial that was a hit, comedy or news programs would talk about the commercial campaigns over the weekend. That way you knew which ones were the most important," recalls Carlos Tapia, regional executive creative director of Mayo Group. phenomenon wasn't exclusive to Peru: all of Latin America shared this validating wav of success based on

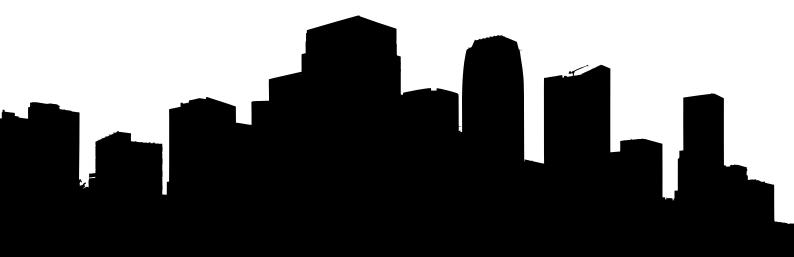
While algorithms and digital platforms dictate rules about how to retain attention, Tapia warns of the risk of underestimating the emotional value a brand can have for a community. "Metrics only measure numbers," he notes, but adds that the effectiveness of a campaign should focus on the depth and creativity of what is being told, not solely on following pre-designed formulas.



In this sense, more and more agencies and brands are investing in metrics that attempt to capture something beyond technical performance: emotional Some are already engagement. talking about "passion metrics" to refer to indicators that reflect how much attachment or identification people feel toward a brand. These seek to understand how a story is shared, commented on, or even culturally appropriated.

Furthermore, advances in artificial intelligence and emotional analysis tools have begun to provide new ways to measure this symbolic impact. Technologies such as facial recognition, voice analysis, and eye tracking make it possible to detect microexpressions genuine and emotions in an advertising piece.

"We often see campaigns that are a hit on social media, racking up millions of views, but creatively offer nothing. They work because they follow the platforms' formulas to the letter, but where's the story?"



However, Tapia warns that these Advertising, more than just an understanding of the emotions passion, commitment, community unique."

tools must be used judiciously: industry of measurable results, "Artificial intelligence is all well should be an extension of the and good, but it doesn't replace cultural and personal identity of human sensitivity or the deep those who create it. Working with and shared codes that make a authenticity is, according to Tapia, the true formula for creating campaigns that not only products but also leave a mark on the collective memory.

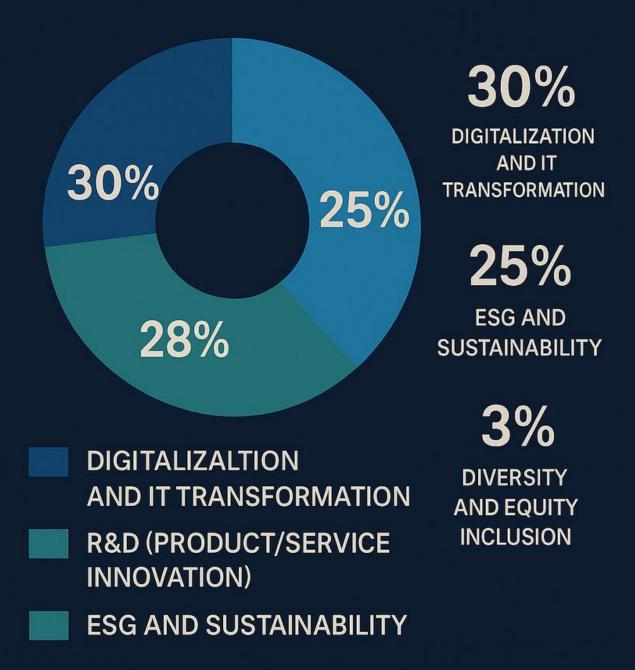


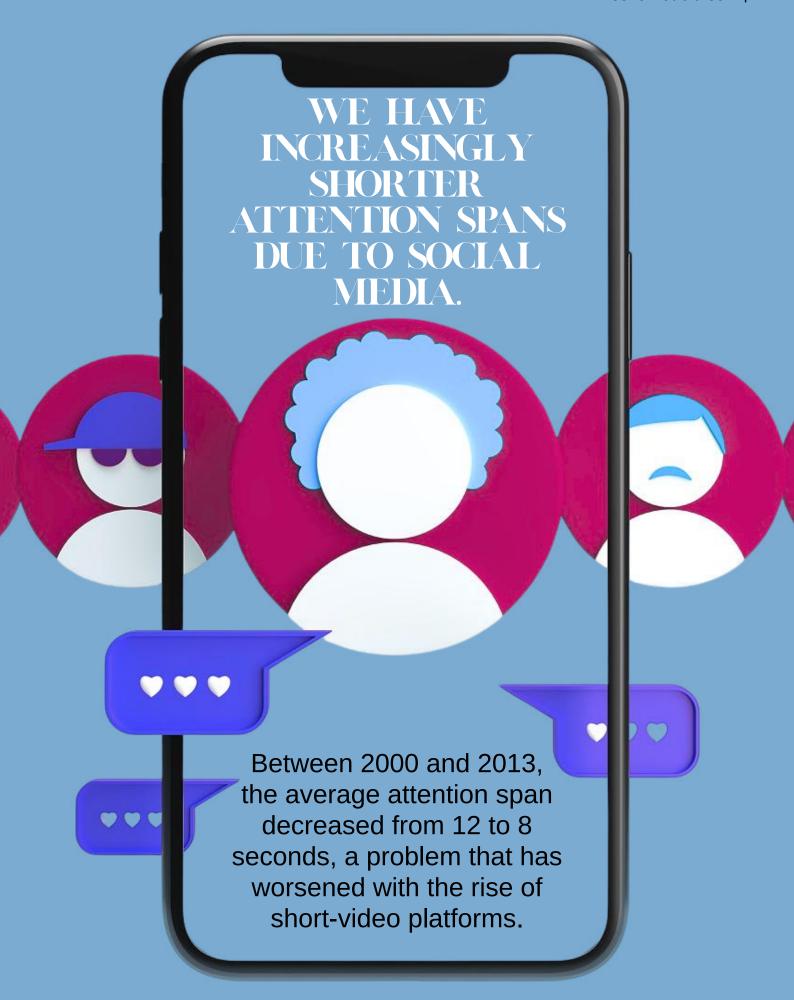
"We're at a time when advertising risks becoming completely mechanical. If content doesn't fit the parameters dictated by the platforms, it's simply discarded, regardless of its emotional or symbolic value."



### INVESTMENT AREAS OF LEADING COMPANIES

In which areas are leading companies investing most?





n the digital age, technology become has а fundamental element of daily life. transforming way the people communicate, access information, and entertain themselves. However. this constant connectivity brought with it an increasingly evident challenge: the difficulty of maintaining concentration.

Constant exposure to a variety of stimuli can fragment attention and make it difficult to maintain focus require deeper on tasks that immersion. The very structure of these platforms, with their endless streams of content. constant notifications. and use Ωf personalization algorithms, seems to train the brain to seek novelty and instant gratification.



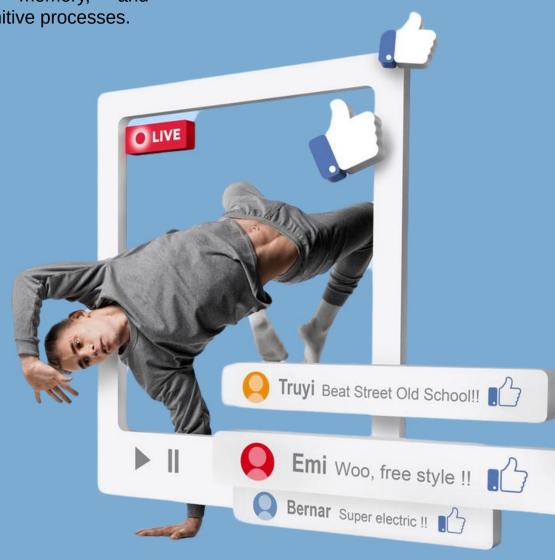
Social media platforms have become deeply embedded in the daily routines of millions of people around the world. While these platforms offer undeniable benefits. their design and the nature of their significant content present challenges cognitive to our abilities.

According to Microsoft's 2015 report, Microsoft Canada Consumer Insights, between 2000 and 2013, the average human attention span decreased from 12 seconds to 8 seconds, coinciding with the rise of social media. Social media is inherently designed to capture and retain users' attention.

In particular, the rise of short-form video content in recent years, such as TikTok, Instagram Reels, and YouTube Shorts, may be conditioning the brain to rapidly shift attention, making it difficult to focus on longer, more demanding tasks.

According to research published in the British newspaper The Guardian 2024, various studies Harvard Medical School and King's College London have shown that these types of short video formats reducing our gray matter, shortening our attention span. weakening our memory, and distorting our cognitive processes.

appeal of social media is The largely due to its ability to activate the brain's reward system. Each interaction on these platforms triggers the release of dopamine, a neurotransmitter linked to pleasure phenomenon reward. This and reinforces the desire to continue interacting, which can lead compulsive checking behaviors.



Neuroscientists point out that this mechanism is similar to that of addictions, as the brain becomes accustomed to receiving immediate gratification, which fosters psychological dependence. According to a study by the National Observatory of Technology and Society, 11.3% of people between the ages of 15 and 24 are at high risk of compulsive use of social media.

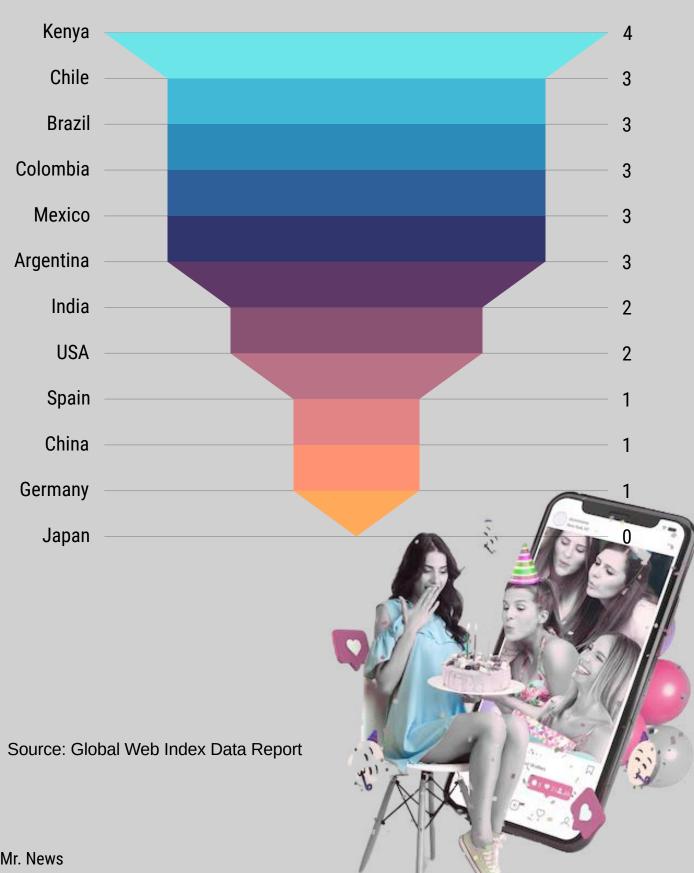
Addressing this challenge requires increasing awareness of distraction mechanisms, promoting digital literacy, and potentially implementing regulatory measures that promote a healthier and more balanced use of technology in modern society.

The difficulty concentrating in the digital age complex, is a multifaceted challenge. The design media, driven of social algorithms that seek to maximize engagement, can condition users to have shorter attention spans and a constant search for instant gratification.



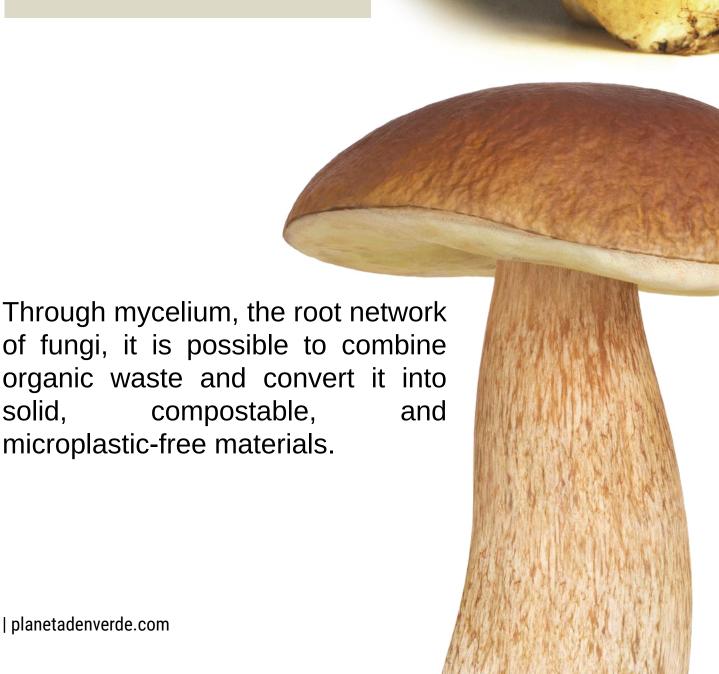
#### How much time is spent on social media?

Average daily time spent on social media in 2024 in hours and minutes.





### **FUNGI TRANSFORM WASTE INTO** BIODEGRADABLE **MATERIALS**



solid,

rganic waste represents a large portion of the waste generated daily in homes and industries. Often believed to be harmless and biodegradable, the accumulation of this waste is a serious environmental problem, as it can contaminate water, air, and soil.

In countries like Chile, more than 50% of municipal waste is organic matter, according to the Ministry of the Environment (MMA). The prevailing practice of disposing of this waste in landfills is not only inefficient in terms of resource utilization, but also creates pollution problems and environmental risks.



The answer to this challenge materialized in the application of a fascinating biological technology: the use of fungal mycelium as a binding agent to transform organic waste into various types materials. This innovation is based on the natural ability of mycelium, network of filaments constitutes the vegetative part of fungi, to grow through organic substrates and bind them together. forming a solid composite material.

"The functionality of mycelium depending on varies its strain. origin. and substrate mix. example, a lightweight substrate is used for packaging to facilitate transport, while a heavier substrate used for decorative be products. However, this material is very versatile and could have thousands of applications," says Zanoni. CEO Lorenza Fungaltech, an innovative Chilean startup specializing in the use of mycelium to develop products such as biodegradable packaging.

100% Being compostable and biodegradable, products from this material do not generate microplastics or pollute the soil or water. Furthermore, its production has a low environmental impact, as it does not require the use of harmful chemicals and can decompose naturally in a short period of time.



Regarding durability, Zanoni shares that: "It depends on the strain used and the desired functionality. Some materials we've developed have proven durability of more than five years, both for indoor and outdoor use. Additionally, we've tested buoys made with mycelium that have withstood harsh conditions in open water, demonstrating their ability adapt aquatic to to environments."

However, the adoption of these types of biomaterials still presents significant challenges in the market. Lorenza Zanoni acknowledges that one of the major challenges is competition with synthetic plastic-based products, which currently dominate the market. "Although mycelium has great potential, it cannot yet compete directly with these materials in terms of durability and resistance, but its development continues to advance," she points out.

"Being a pioneer is always a challenge, but I believe we have succeeded in creating a wave of entrepreneurs willing to challenge tradition. The material is already established in the ecosystem, and this solution is already proposed. Now, we just need more players to join in and replicate it, which will allow this material to be used globally and massively, in a more economical and competitive way."





### ConStyling.com

SUSTAINABLE BEAUTY



THESE DEVICES MAKE SELF-CARE MORE PRECISE, ACCESSIBLE, AND PERSONALIZED THAN EVER.

he health technology landscape is undergoing an unprecedented transformation, marked by a growing convergence between technology and healthcare. This evolution has transcended traditional medical devices, ushering in a new era of consumercentric health gadgets.

These technological advances align with a trend toward personalized and preventative healthcare, where they play a key role in tracking health metrics, improving sleep, and promoting healthy eating habits. Here are five gadgets that empower people to take control of their health proactively, conveniently, and with greater accuracy:



# Kirin electric spoon

High sodium consumption is a with problem serious consequences such high as blood pressure, strokes, heart failure, and more. Therefore, in 2024, the Japanese company Kiring Holdings launched this spoon that uses gentle electrical stimulate impulses to taste receptors on the tongue and enhance the salty flavor of foods, thereby reducing salt consumption.





Designed to improve sleep quality, these headphones play soothing sounds throughout night the without needing to be connected to smartphone. also They're equipped with additional light, noise, and temperature sensors to monitor environmental factors that could negatively affect sleep quality.

# Circular Ring 2

smart ring combines This and functionality, elegance offering comprehensive health including monitoring, FDAatrial cleared fibrillation detection, sleep tracking, stress monitoring, blood oxygen levels, and heart rate monitoring—all without a subscription.



The iSleePad is a smart sleep pad that offers contactless sleep monitoring. It uses Low Power Microwave Sensing (LPMS) technology to track heart rate and breathing without skin contact. It also incorporates a Schumann resonance generator, which aims to promote deep, restful sleep.

### iSleePad



## **Amazfit Vital**

Although still a prototype and expected to be released soon, this compact device records your meals with a built-in camera, providing detailed nutritional information without the need for manual input. It will integrate with the Zepp app for complete diet tracking with just a photo.







### Sculptures that capture time and movement

Mexican artist Miriam Pérez Guerrero has made metal her language to capture movement, mythology, and her passion for art.



rom a young age, Miriam Pérez Guerrero knew that art was her path. It only took a crayon in her hands to understand that her destiny was linked to color, shape, and transformation. "My whole life has been drawing, coloring, molding," she says with the certainty of someone who can't remember a beginning because she was simply born an artist.

Originally from Mérida, Yucatán, Mexico, Miriam developed inclination toward the arts from an early age. Her artistic training was consolidated at the prestigious Academia de San Carlos, National School of Plastic Arts (ENAP), where she acquired solid a foundation in traditional artistic practices.

Thus, Miriam strongly defends artistic education, lamenting that young people today many disregard technique in their search for their own voice. For her, the two must go hand in hand: talent and craft.



"I'm a woman who respects education very much. Of course, not all artists are good teachers, nor are all good teachers good artists, but you have to know when an artist is teaching you. That's very important."

Throughout his career, he has explored various materials, but it was in metals—especially bronze—where he found his language. Unlike clay or glass, whose fragility and weight imposed limits, bronze offered him the freedom to suspend forms in the air and, paradoxically, capture movement in such a solid material.

Her experience as a choreographer and he deep understanding of the human body a powerful influence on her sculpture. "Doing dance is making a million sculptures in a second. Making sculpture is freezing a second of that dance forever," she says.

Thus, Miriam has been recognized both in Mexico and abroad for her outstanding work in metal sculpture. In 2016, she unanimously won first place at the Valldoreix Sculpture Biennial in Barcelona, Spain. The following year, she received the Andrés Villa Pérez International Sculpture Prize in Villaldemiro, Burgos, Castilla y León, for her outstanding career.

His works are exhibited in various spaces and museums. Among them are Dance, located at the Pan American Athletics Circuit in Guadalajara and at the Cultural Complex the Benemérita of Autonomous University of Puebla: Kukulcán, the Flight of the Serpent, in San Diego, California; Wheels of Time, at the Automobile Museum in El Paso, Texas: and The Chariot of the Sun, in Cuernavaca, Morelos.

Beyond form, her work is deeply imbued with symbolism. Influenced by Mayan, Aztec, and Greco-Roman mythology, she finds in these worldviews a constant source of reflection. The myth and metaphor of spiritual growth are transformed into a tangible symbol through bronze and steel.

Miriam has never stopped creating; her work is a constant testament to a life dedicated to art. "Talent is a little seed that God gives us, but we must plant it in good soil, fertilize it, and water it," she says wisely. For Miriam, that fertilizer is called technique, work, and experimentation. Because art, like life, also requires discipline and passion.



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### BUSINESS CONFIDENCE IN LATIN AMERICA (Q1 2025)

In the industrial sector



Overall low Optimistic

MEXICO 49,9
BRAZIL 49,2
COLOMBIA 2,1
CHILE 46,1

#### INFLUENCING FACTORS



Inflation & interest rates



Global demand & trade



Internal factors

#### **KEY INSIGHTS**

- Overall low confidence: Most economies show industrial readings below 50
- Divergence by country: I Local factors explain differences, such as natural resources in Chile or tariffs in Mexico
- Sectoral outlooks: Export-driven sectors seeing slight improvement, while those reliant on the local market remain hesitant

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