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SMART BANK

AI REVOLUTIONIZES THE
RELATIONSHIP BETWEEN
BANKS AND CUSTOMERS

MEXICAN CINEMA

NETFLIX INVESTS \$1 BILLION IN
THE AUDIOVISUAL SECTOR

MOBILE MARKETING

TRENDS TO APPLY IN 2025

INTERVIEW

CARMEN DEL CID

SALES DIRECTOR AT HÄSTENS
MADRID



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Technology, creativity and sustainability are the terms that are redefining entire sectors, from banking and cinema to marketing and luxury. Artificial intelligence (AI), in particular, has become the main protagonist of this revolution, setting the pace for a new era of personalization, efficiency and disruption.

On the one hand, luxury is being redefined. With the arrival of the Swedish firm Hästens in the Spanish capital, investment in well-being and sustainability takes on an unprecedented importance. To delve deeper into this topic, we have on our cover Carmen Del Cid, sales director at Hästens Madrid, who talks to us about the importance of having a quality rest.

Another sector undergoing a radical transformation is banking. Startups like Coinscrap Finance are revolutionizing the way banks engage with their customers, using natural language processing and machine learning technologies to provide financial recommendations tailored to individual needs.

Meanwhile, in the Mexican film industry, the evolution is evident. The billion-dollar investment announced by Netflix demonstrates the country's attractiveness as a filming center. However, the sector faces significant challenges, especially with the emergence of AI in content generation.

Mobile marketing is also experiencing a turning point. Predictions for 2025 indicate that AI and machine learning will continue to change the way brands interact with consumers. The key will be the ability to innovate without losing sight of user trust and security.

The transformation of entire industries reminds us that change is inevitable, but also an opportunity to innovate with purpose. The real challenge will not only be to adapt to change, but to ensure that this progress is at the service of people and their real needs.

Estefani R.

GENERAL EDITOR



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BANKING REVOLUTION THROUGH ARTIFICIAL INTELLIGENCE



Written by: Estefani Rodriguez

This technology enables 40 million transactions to be analyzed every day and a categorization efficiency of over 90%.

With the rise of artificial intelligence (AI) and a focus on hyper-personalization, the financial sector has been transforming in leaps and bounds, helping banks and insurers better understand their users by offering tailored services. Currently, the fight among banking institutions to attract new customers is intense and challenging.





In this context, startups are developing technologies designed to increase the frequency of use of digital banking platforms and foster brand loyalty. This is achieved through an exceptional user experience and a diverse range of innovative modules that contribute to improving people's financial management.

Coinscrap Finance, a Spanish fintech that provides financial planning services to banks, has expanded its value proposition primarily to millennials. The company uses artificial intelligence, natural language processing (NLP) and machine learning to analyze transactional data and transform that information into specific, personalized financial recommendations.



*Coinscrap Finance
works on
internationalization
processes, with a
special focus on
Mexico and Colombia.*

“Our own AI engine can understand each financial transaction to create a complete picture of the user. For example, if a customer makes payments at a daycare center, it is deduced that he or she has a family, therefore, the system can recommend family life insurance. In this way, the bank is offering products only to those who need them and thus the probability of sale is maximized,” comments David Conde, CEO of Coinscrap Finance.

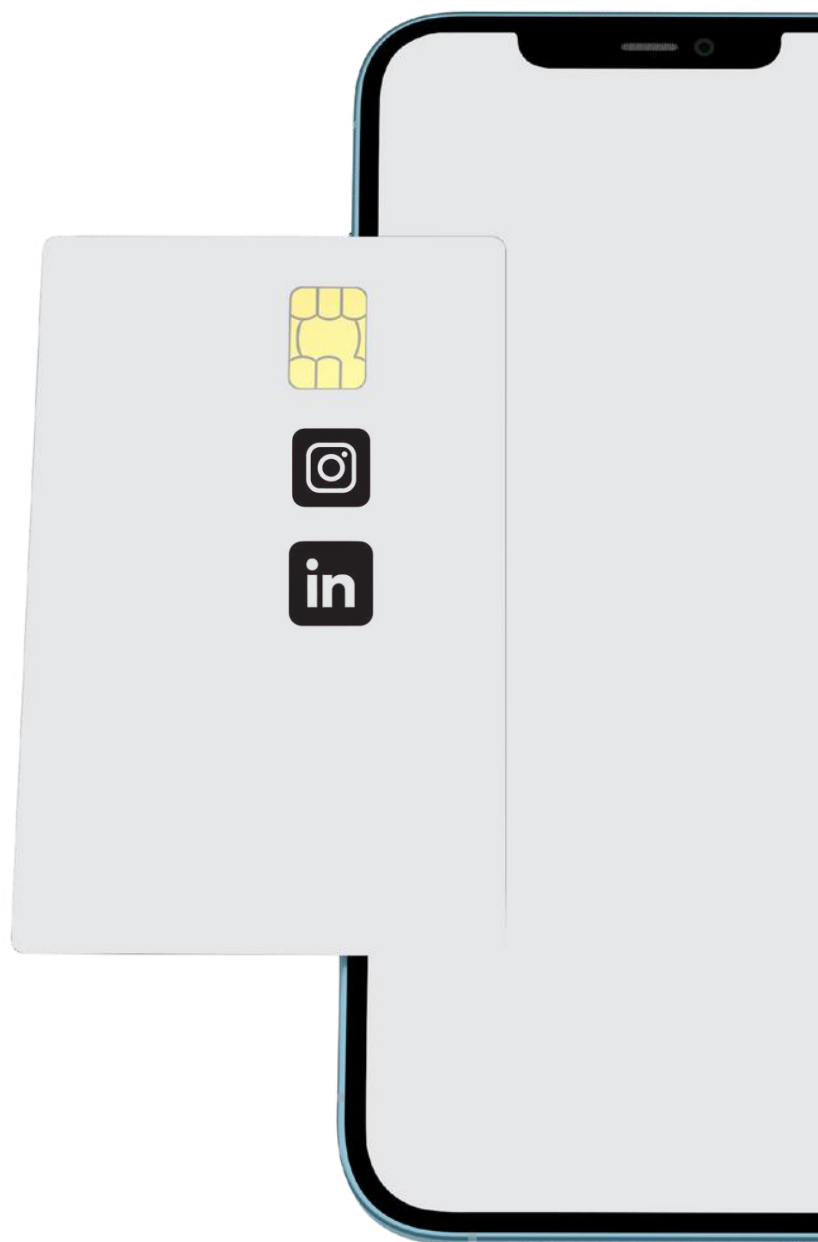
Together with Banco Santander, one of its main clients, they launched the “Financial Assistant” module, a tool that classifies income, expenses and shows the savings capacity of each person. According to Conde, this module is used at least once a month by 30% of the bank's digital users, an indicator of the value it provides.

Another case of innovation is the “Digital Piggy Banks” feature, also launched in collaboration with Santander. This system allows users to create specific savings goals, such as vacations or education for the future. With this, they have achieved more than 100,000 goals created in their first year and accumulated savings of 161 million euros in just 10 months.

Looking to the future, Conde anticipates a revolution in the banking experience through the use of artificial intelligence. AI will allow for the automation of repetitive processes such as document management and customer service, but the real breakthrough will be in the interaction with the bank.

“The second wave will be when it comes to communicating. Right now, the user experience with chatbots is still very average. The next step in AI is when you can have a conversation with a virtual bank agent who understands you perfectly and gives you the right answers,” concludes the CEO.

Technology is redefining the banking landscape, driving a transformation that not only streamlines internal processes but also revolutionizes the way users interact with financial institutions. With the potential to evolve towards more human and efficient interactions, AI promises to establish itself as the central pillar of the banking of the future.



OPPORTUNITIES AND CHALLENGES OF THE FILM INDUSTRY IN MEXICO

Netflix announced a billion-dollar investment in the audiovisual sector, but challenges remain.

Written by: Estefani Rodriguez



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ith a diverse geography and a growing film industry, Mexico has become an attractive filming center. "We have the possibility of recreating any place in the world: Chihuahua for snowy scenes, Yucatan for the Mayan world and Sonora or Durango for western films," explains Jorge Medina, president of the Mexican Association of Filmmakers (AMFI).

According to figures from the Mexican Film Commission, in 2023, the value of audiovisual productions was approximately 10 billion pesos. "Of that amount, 53% is made for advertising purposes and of that percentage, AMFI represents 33 associates, which are 60%," says Medina.

In this context, new technologies, such as artificial intelligence (AI), have put the industry in a moment of change and evolution. "Now with AI we need to rethink who or what are the stories that really deserve to be told and require all that care to generate realities that do not yet exist. The point is to know how we get on board with this technological transformation with different solutions, with greater objectivity and optimization of resources."

Streaming platforms have also revolutionized content consumption, allowing for the internationalization of Mexican productions. **"The democratization of content has opened up a different panorama,"** says Medina. This new reality has favored long-term planning in audiovisual production, which generates stability and better conditions for the industry.

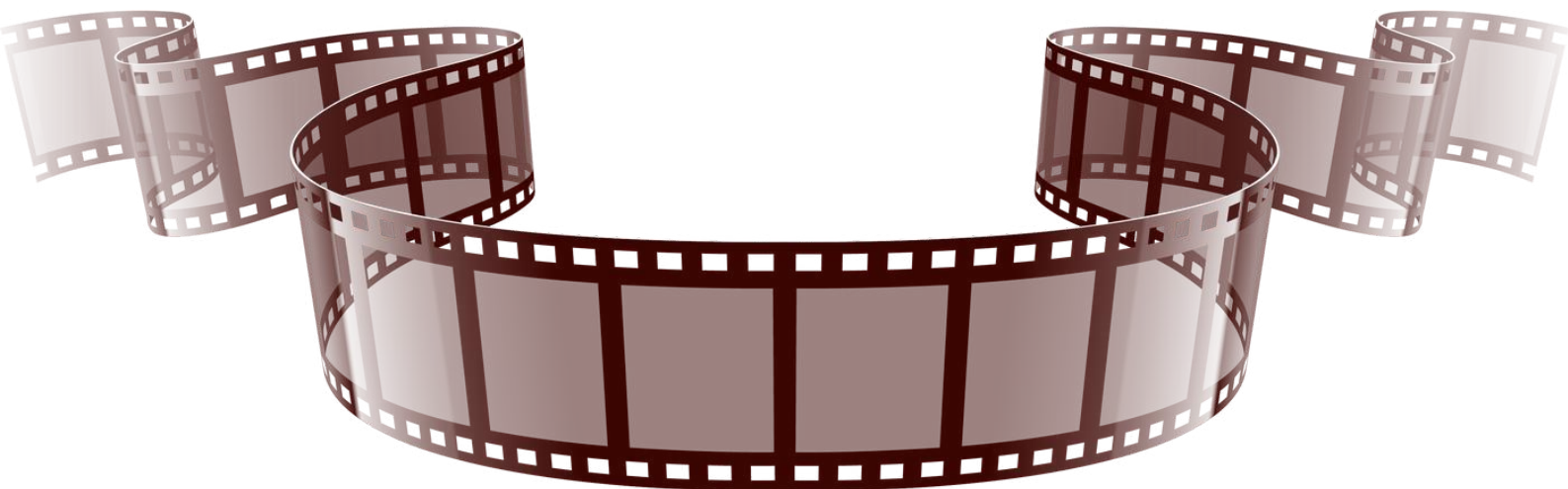


By the way, Netflix recently announced a billion-dollar investment in Mexico, confirming its competitiveness in the sector. **"It's no coincidence,"** says the AMFI president, highlighting the export of Mexican talent to other countries.

But despite their potential, they also face significant challenges, especially in financing. **"Large advertisers have changed their financial processes, which affects SMEs that end up financing corporate giants,"** he warns. This problem limits the growth of creatives and producers, who see their development hampered by long payment terms.

To strengthen the industry, therefore, joint work between the government, brands, platforms and producers is needed. **"The pandemic taught us that the only way to survive is by working together,"** Jorge concludes. Under this collaborative approach, AMFI seeks to consolidate the audiovisual sector as an economic and creative engine at a national and international level.

The challenge will be to guarantee fair conditions for all the actors involved and to adapt to new technologies, without losing the creative essence that has characterized Mexican cinema and television for all these years.



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METABOLIC DISEASES FIND AN ALLY IN TECHNOLOGY

With real-time sensors and data analysis, biohacking allows users to make informed decisions to improve their well-being.

Written by: Esperanza Aguilera



Metabolic health has become a global concern. Currently, chronic non-communicable diseases (NCDs) represent one of the greatest threats to public health.

According to the World Health Organization (WHO), NCDs, such as diabetes, cardiovascular diseases and cancer, are responsible for approximately 74% of deaths worldwide. These figures highlight the need for preventive measures and tools that help people take control of their health.

In particular, diabetes affects 537 million adults worldwide, and this figure is expected to reach 783 million by 2045, according to data from the International Diabetes Federation (IDF). However, technology is playing a key role. Digital platforms and smart devices are revolutionizing the way people monitor and improve their health.



One of the most innovative proposals in this field is Habits.AI, a platform that combines Internet of Things (IoT) sensors with artificial intelligence (AI) to help users understand and optimize their health. **“What we do is connect sensors that take data from humans, such as glucose sensors, rings, smart bands, and scales. This information is brought together in a platform that uses AI to make sense of the data and generate behavioral changes,”** shares José Antonio Torres, CEO of Habits.AI.

With a focus on metabolic health, this platform focuses on monitoring glucose as a key indicator, given that **“the five main degenerative diseases, such as diabetes, cancer, hypertension, Alzheimer's and respiratory diseases, are impacted by high glucose levels,”** says the CEO.

According to the International Diabetes Federation, type 2 diabetes, which is closely linked to metabolic imbalances, accounts for approximately 90% of diabetes cases worldwide. In addition, a study published in the British medical journal, The Lancet, highlights that insulin resistance and constant spikes in blood glucose are determining factors in the development of cardiovascular and neurodegenerative diseases.



Continuous glucose monitoring (CGM) is one of the platform's key tools. Through sensors that capture data in real time, Habits.AI allows users to identify how their eating habits, sleep patterns, physical activity, and stress levels affect their glucose levels. **“When you understand what affects your glucose spikes, you can start to flatten that curve and improve your long-term health,”** Torres says.

In addition, he points out that an adequate diet, based on foods that do not generate sudden spikes in glucose, as well as increasing muscle mass and reducing stress, are determining factors in stabilizing these levels.

“Habits.AI not only collects data, but also translates it into concrete actions,” he says. The platform uses the biohacking methodology, which consists of making small changes to daily habits based on the information provided by sensors.

At a time when healthcare systems are facing increasing pressure, solutions like this offer a proactive alternative. The combination of IoT, AI and a user-centric approach is redefining the way people understand and manage their health.

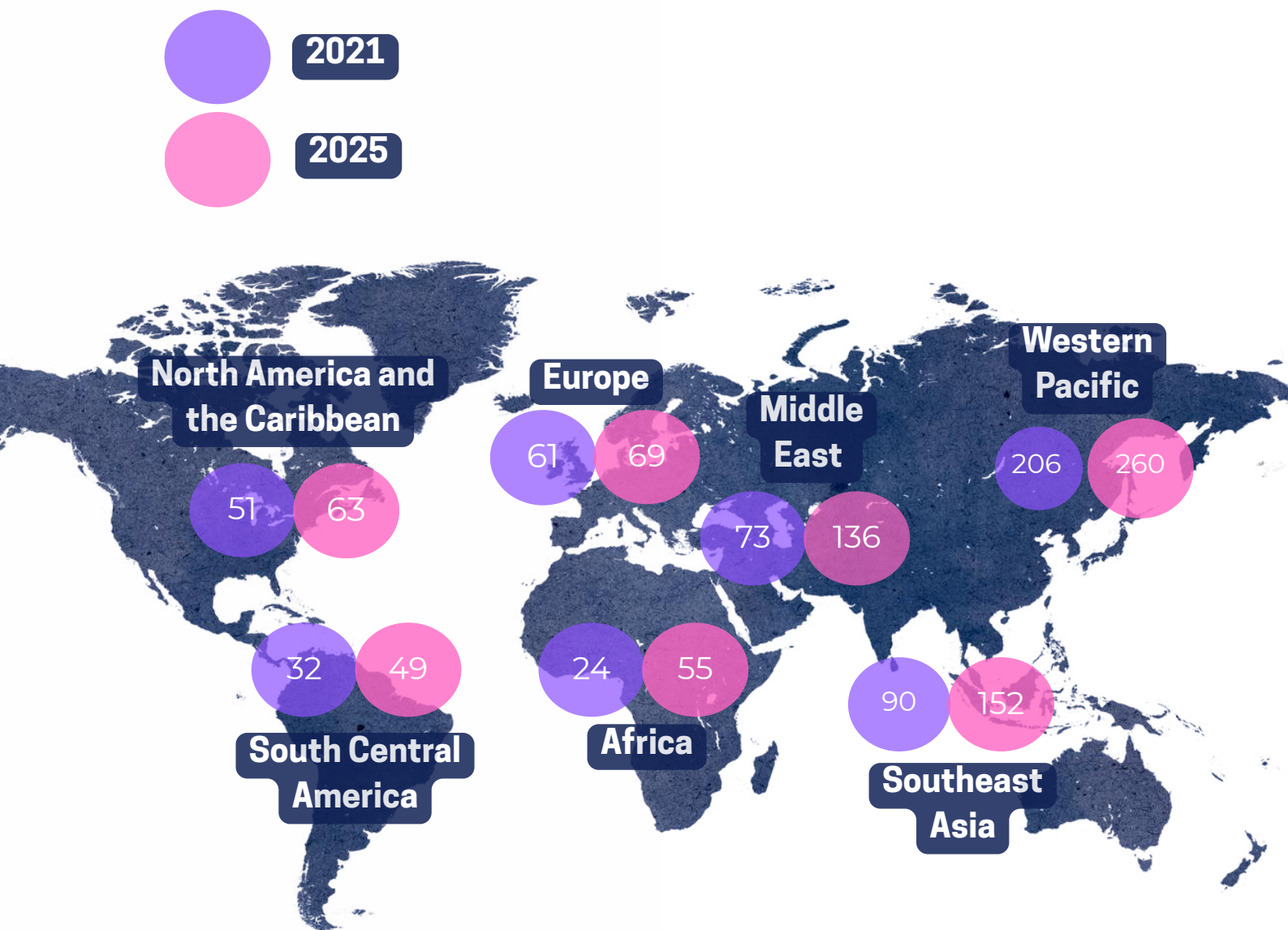
**“YOU BUILD YOUR
HEALTH DAY BY
DAY, KNOWING
YOUR BODY AND
GENERATING
CHANGES THAT
REALLY MAKE A
DIFFERENCE”**





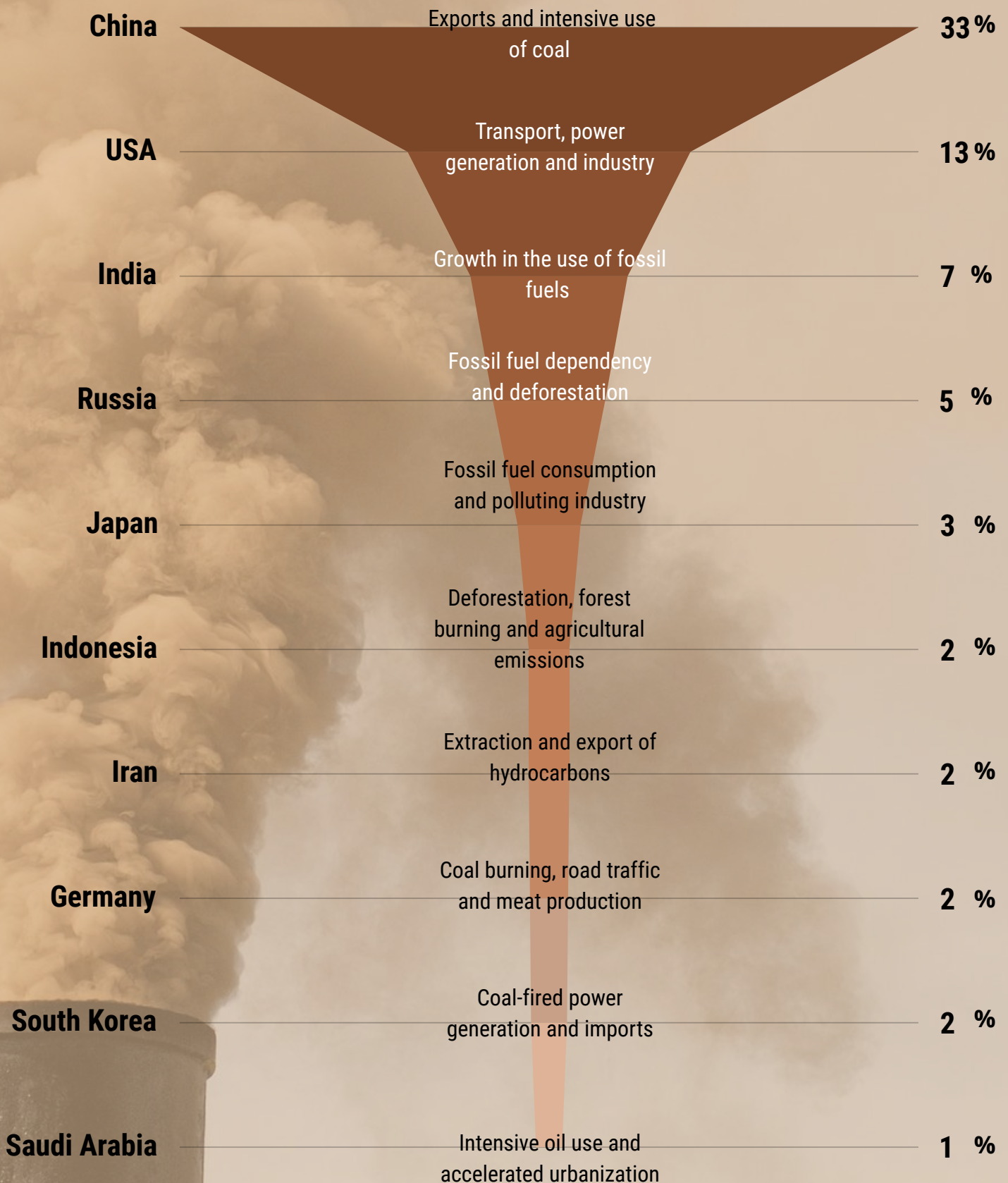
THE ADVANCE OF DIABETES IN THE WORLD

Estimated number of adults (20-79 years) with diabetes by region, 2021 and 2025 (in millions).



Source: International Diabetes Federation

Ranking of the most polluting countries in the world




BIOMOLECULES FOR AGRICULTURE ADAPTED TO CLIMATE CHANGE

Biotechnology drives innovative solutions for drought-resistant crops, optimizing water use and strengthening food security.

Written by: Esperanza Aguilera





Drought has become one of the biggest challenges facing global agriculture. Water scarcity not only reduces crop productivity, it also threatens food security and increases production costs. According to the World Health Organization (WHO), it takes between 2,000 and 5,000 liters of water per day to produce enough food for one person to consume, thus threatening livelihoods and economic stability.

"The agri-food sector faces many challenges, and one of the most urgent is adapting primary production to the climate and environmental context," says Paz Álvarez, CEO of Zavia Bio, an Argentine startup specializing in the design of biomolecules that improve the capacity of plants to cope with water stress.

"What we do is give the plant a warning that it is going to face some stress, which allows it to adapt its physiology and become stronger without the need for genetic modification or the use of synthetic chemicals," explains Álvarez.

The UN (United Nations) predicts that by 2050, more than half of the world's population (52%) will suffer from severe water shortages, which represents a critical threat. This challenge is aggravated when one considers that, currently, around 70% of available fresh water is used for agriculture, a vital sector for food production.

For this reason, Alvarez stresses the need for these types of solutions to be accessible from large companies to small farmers, who are often the most affected:

“It is very important to understand democratization and access to new technologies. We do not only want to adapt agriculture to the context of the climate and environmental crisis, but also to ensure that all actors across the planet Earth have access to technologies for adaptation to climate change, because that is really what will enable or not this transformation towards a more sustainable and fairer model.”



Although Zavia Bio is currently focused on drought tolerance in crops, its technology has the potential to address other critical issues in the agricultural sector. **“These biomolecules not only help plants cope with water shortages, but can also be engineered to increase their resistance to pathogens, such as fungal or insect attacks,”** he shares.

However, the path to implementing these solutions is not without its challenges. **“We are in the final phase of research and development, and we plan to launch the product on the market next year,”** he says, highlighting the efforts involved in bringing biotechnological innovations from the laboratory to the field.

Biomolecules developed by startups such as Zavia Bio offer an innovative response to the water crisis and open the door to a more sustainable and inclusive agricultural model. Democratizing access to these technologies will be essential for both small producers and large companies to adapt to the challenges of the future. Along the way, science and innovation continue to sow hope for a planet that needs urgent and effective solutions.



ANTIBIOTIC RESISTANCE IS THE SILENT PANDEMIC OF THE 21ST CENTURY

Written by: Estperanza Aguilera

Between superbugs and new treatments, the race to stop antimicrobial resistance is on.

Medical advances have transformed the way we deal with diseases. However, in recent years, antibiotic resistance has become a growing threat. Although it is not a new phenomenon, its acceleration has raised alarm bells in the scientific community.

Antimicrobial resistance occurs when pathogenic bacteria develop the ability to survive drugs designed to combat them. According to the World Health Organization (WHO), it is estimated that by 2050, this problem could cause 10 million deaths annually if urgent measures are not taken.

"It's not something that appeared out of nowhere, it's part of the natural adaptation process of bacteria," says Dr. Corina-Diana Ceapă, associate researcher at the MicroIQ Laboratory of the Institute of Chemistry at UNAM (National Autonomous University of Mexico). She also points out that **"it has been artificially intensified by inappropriate human practices."**



This problem is not limited to the clinical field, but extends to the livestock industry and the environment. **"The antibiotics we use in the clinic are also used in livestock farming and are dumped in wastewater without control,"** explains Ceapă. This has led to the contamination of ecosystems and the increase of resistant bacteria in multiple environments, creating a worrying cycle that connects human, animal and environmental health.

The doctor shares that among the most worrying bacteria are the so-called "ESKAPE", an acronym that encompasses some of the most resistant and dangerous pathogens, such as *Acinetobacter*, *Enterobacter* and *Escherichia coli*. However, although these bacteria are a global problem, their behavior varies according to the region and factors such as climate and population density influence their evolution.

Despite the seriousness of this problem, antibiotic resistance remains a "silent pandemic." **"The number of people affected is similar to the number of people sick with cancer or malaria, but there is a problem in recognizing the size and severity of this phenomenon. The funding dedicated to this is 10 or even 50 times lower,"** he says.



In response to this crisis, the researcher and her team at the MicroIQ Laboratory are working on three main axes: genomic surveillance, development of new antimicrobials and the creation of vaccines against resistant infections. **"We sequence multi-resistant and pan-resistant bacteria to understand their resistance mechanisms at the molecular level."**

They also use artificial intelligence (AI) and genomics tools to speed up the discovery of new antibiotics. **"Each new antibiotic buys us about 10 years of clinical use before bacteria adapt,"** he says. However, he warns that these are short-term solutions. In the long term, strategies such as the use of bacteriophages (viruses that infect bacteria), vaccines, and awareness-raising are needed.

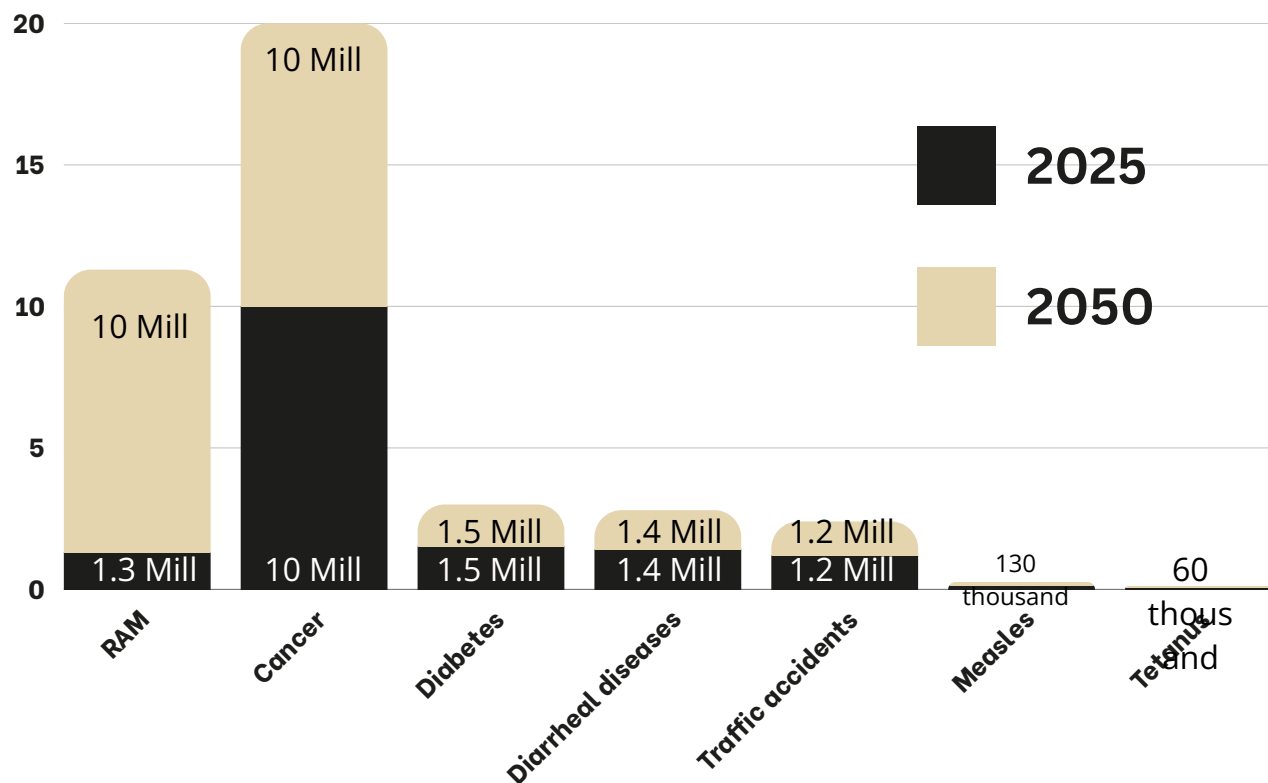
The team is therefore developing an app called "living with molecules" that uses augmented reality and AI to raise awareness about this problem. This tool, which they hope will be available by the end of this year, will allow users to interact with a virtual **"superbug"** that explains the problem. **"The app aims to make the information more attractive and understandable for everyone, from students to health professionals,"** says the researcher.

Antibiotic resistance represents one of the greatest threats to global health in the 21st century. **"There is still much that can be done in government regulations, but it is also necessary to spread the word so that society understands that by maintaining a certain level of food hygiene or following medical treatments as is, they can be saving their lives,"** Corina concludes.



ARE WE READY FOR SUPERBUGS?

Number of global deaths from infections due to antimicrobial resistance* (AMR) compared to other causes.



*Antibiotics, antivirals, antifungals and antiparasitics.

Source: United Nations Environment Programme (UNEP)

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KEY PREDICTIONS THAT WILL SHAPE MOBILE MARKETING IN 2025

Written by: Estefani Rodriguez

AI and machine learning are revolutionizing the industry, while regulations and new channels are redefining the landscape.

With accelerated technological evolution, mobile marketing faces a year of significant transformation. Artificial intelligence (AI) and machine learning (ML) have gone from being a promise to becoming key tools that enable brands to capture attention, improve engagement and foster consumer loyalty.

In this regard, Andrey Kazakov, CEO of Adjust, a leading measurement and analysis company, highlights that 2025 will be the year in which AI and ML will reach a new level of sophistication. **"While the potential of these models was demonstrated in 2024, we will now see their scaling. Marketers will rely more on these technologies to achieve better results and optimize their investment,"** he says.

Egor Lukomsky, CTO at Adjust, notes that generative AI will not only boost creativity and engagement, but will also play a key role in **optimising performance.** **"Adopting machine learning models based on alternative data will enable brands to understand and predict user behaviour in a privacy-friendly way,"** he explains.

Traditional app stores will also face increasing competition from alternative platforms and web stores. Last year, Europe laid the groundwork with regulations such as the Digital Markets Act (DMA), and by 2025, brands are expected to embrace new distribution channels to generate revenue without relying on intermediaries.



Another trend will be privacy regulations and user control of data. Data protection regulations will continue to strengthen globally. Lukomsky warns that marketers will need to adapt to multiple measurement frameworks to comply with regional regulations and ensure the security of user information.

Finally, growth in sports betting apps is projected. In Mexico, for example, this type of app has experienced an unprecedented boom, driven by the accessibility of mobile platforms and the growing interest in sports. Fernando Cabral, director of growth at Adjust LATAM, anticipates that AI will boost marketing in this sector with hyper-personalized promotions and predictive analysis.

“As technology evolves rapidly, it is vital that marketers in the region adapt their strategies to meet changing consumer behaviors. In 2024, Mexico saw the largest increase in app downloads globally, with 225 million more installs than in 2023. So there is an excellent opportunity to engage with these consumers in a meaningful way this year,” he concludes.

The key to success lies in the ability to adapt, innovation and commitment to user privacy. Those brands that understand the new digital ecosystem and know how to combine creativity with data will be the protagonists of a new era in the industry.





Love for the land, love for your food.



LUXURY AND SUSTAINABILITY IN RELAXATION LAND IN MADRID



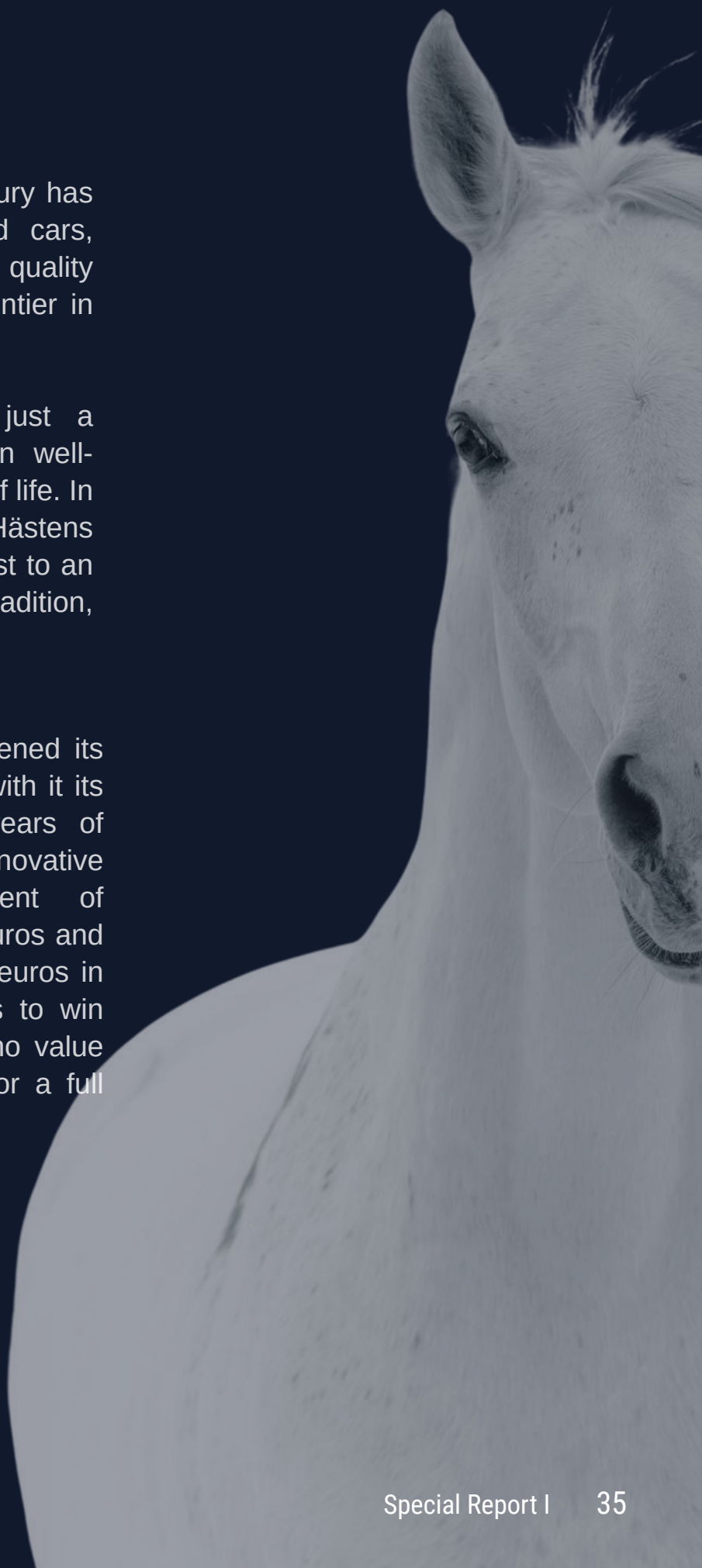
Written by: Estefani Rodriguez

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Traditionally, luxury has been associated with high-end cars, fashion and watches; however, quality rest has emerged as a new frontier in exclusivity.

Sleeping well is no longer just a necessity, but an investment in well-being, performance and quality of life. In this context, brands such as Hästens have elevated the concept of rest to an ultra-luxury level, combining tradition, innovation and sustainability.

The Swedish firm has just opened its first store in Madrid, bringing with it its legacy of more than 170 years of artisanal excellence and innovative design. With an investment of approximately 750 thousand euros and a sales projection of 2 million euros in its first year, the brand seeks to win over demanding customers who value rest as a fundamental pillar for a full and successful life.



The decision to open this business in the Spanish capital responds to a growing demand for luxury and wellness products. "Madrid is an epicentre of architecture and interior design with more than 6,500 architects and 2,700 interior designers, as well as being a magnet for investors and residents with high purchasing power," says Carmen Del Cid, sales director at Hästens Madrid.

Among the most exclusive pieces is the Grand Vividus, designed by Ferris Rafauli, which redefines the concept of ultra-luxury rest. With a price of 600,000 euros and two reservations confirmed before the store opens, this bed is positioned as a masterpiece of design and comfort.

The secret of Hästens lies in its four fundamental pillars: exclusivity, excellence, well-being and sustainability. Each bed is handmade in Sweden with 100% natural materials such as horsehair, wool, cotton and linen, guaranteeing a regenerating rest without the presence of chemicals or adhesives. In addition, wood from responsibly managed forests is used and it employs artisanal processes that minimize environmental impact. Thus, its beds are designed to last for decades, promoting responsible consumption.



One point worth highlighting is the personalisation of the products. “The advisors identify the specific needs of each client to recommend the most suitable option within a range that oscillates between 6,000 and 600,000 euros,” emphasises Del Cid.

Wellbeing has certainly become a determining factor when choosing what to invest in. Hästens has managed to position itself as a leader in this segment, offering more than just beds: an incomparable rest experience. With its arrival in Madrid and its upcoming expansion plans to Pozuelo de Alarcón and La Moraleja, the firm seeks to consolidate itself in the Spanish market as synonymous with perfect rest, where every night becomes an experience of absolute luxury.



"Each layer of our beds is designed to balance your rest and ensure that you can wake up every morning as the best version of yourself"



Hästens Grand Vividus with Grand Vividus headboard in Black Shadow. Upholstered in Ghost Black from the Monogram collection.



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WOMEN PRESIDENTS ELECTED IN LATIN AMERICA

Violeta Barrios de Chamorro



Period: (1990-1997) National Union Opposition Party First female president in Latin America. He achieved national reconciliation after the civil war, reduced foreign debt and promoted the professionalization of the Armed Forces.



Mireya Moscoso



Period: (1999-2004) Arnulfista Party Won the elections against Martín Torrijos, son of the former Panamanian dictator Omar Torrijos.



Michelle Bachelet



Coalition of Concentration of Parties for Democracy (CPD) First term (2006-2010) faced student and mining protests, and managed the 2008 financial crisis with social programs. Second term (2014-2018) implemented fiscal and educational reforms after winning the 2013 elections.



Cristina Fernandez de Kirchner



Justicialist Party (PJ) In her first term (2007-2011), she assumed the presidency after succeeding her husband, Néstor Kirchner, facing strikes and overseeing the restructuring of the debt. In his second term (2011-2015) he faced a corruption scandal and a fiscal investigation.



WOMEN PRESIDENTS ELECTED IN LATIN AMERICA



Laura Chinchilla

Period: (2010-2014) National Liberation Party
Managed a territorial conflict with Nicaragua over Calero Island.



Dilma Rousseff

Workers' Party During his first term (2011-2014) he implemented a tax reform and created the Truth Commission to investigate crimes of the military dictatorship.

She was re-elected in 2015 but removed from office in 2016 following an impeachment trial amid corruption scandals.



Mireya Moscoso

Xiomara Castro

Period: (2022 - present) Freedom and Refoundation Party Defeated Nasry Asfura and was first lady during her husband's overthrow.



Claudia Sheinbaum

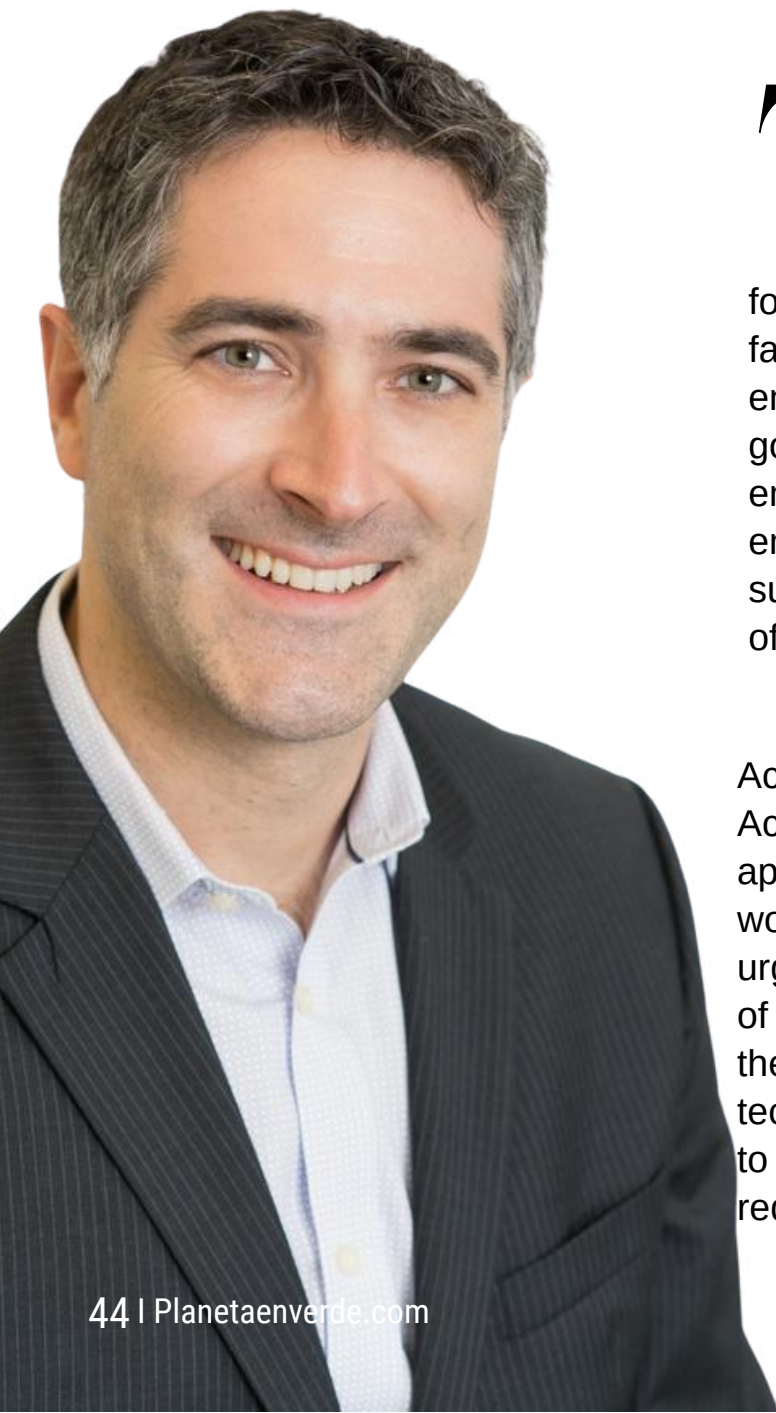
Period: (2024 - present) Former Head of Government of Mexico City.
First elected female mayor of the city.



LATIN AMERICA HAS THE POTENTIAL TO LEAD SUSTAINABLE AVIATION

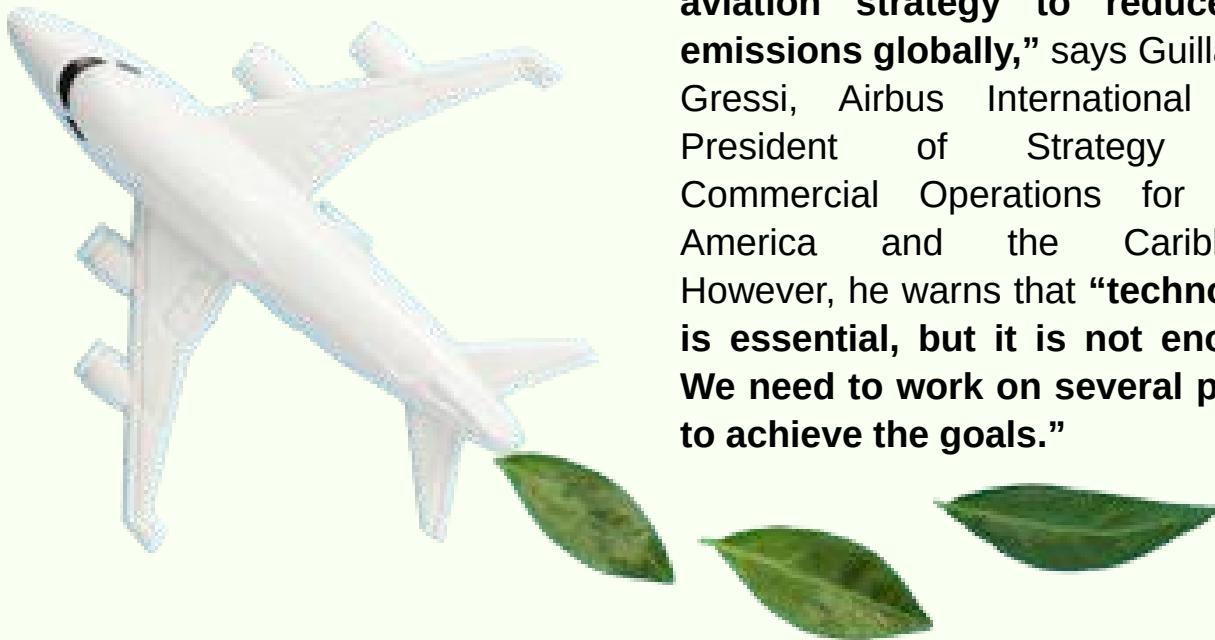
The region could become an exporter of Sustainable Aviation Fuels (SAF), key to the decarbonisation of the aviation sector.

Written by: Esperanza Aguilera



The aviation industry, responsible for 2.5% of global CO₂ emissions, is facing increasing pressure to reduce its environmental impact. With ambitious goals such as achieving net zero emissions by 2050, the sector is embracing innovative technologies and sustainable fuels to transform the future of air transport.

According to data from the Air Transport Action Group, in 2019 aviation emitted approximately 915 million tons of CO₂ worldwide, a figure that underlines the urgency of reducing the carbon footprint of the sector. Given this scenario, one of the main focuses of action is technological improvement, which seeks to optimize the efficiency of aircraft and reduce their environmental impact.



“Having technology allows you to grow without emitting more carbon. The technological factor is essential; it is the first pillar of the aviation strategy to reduce its emissions globally,” says Guillaume Gressi, Airbus International Vice President of Strategy and Commercial Operations for Latin America and the Caribbean. However, he warns that **“technology is essential, but it is not enough. We need to work on several pillars to achieve the goals.”**

One of these pillars is the use of Sustainable Aviation Fuels (SAF), which can reduce emissions by up to 80% over their life cycle. Although they currently represent only 0.5% of the total fuels used in aviation, their potential is enormous. **“The challenge is to increase production,”** says Gressi. These fuels are produced from biomass, reusing carbon already present in the atmosphere, making them a key alternative to decarbonise the sector.

Latin America, in particular, is emerging as a region with great potential for SAF production. Brazil, for example, has been developing biofuels for land transport for decades and recently passed a law to promote SAF, the vice president shares. Colombia and Chile have also published roadmaps for their development. **"The region has a large biomass and a unique opportunity to become an exporter of sustainable fuels,"** he highlights.

However, the transition to sustainable aviation does not depend only on technology and fuels. Infrastructure is another critical factor. **"These are significant investments that require the collaboration of governments, energy companies and the aeronautical industry,"** he says. Only with a joint effort will it be possible to finance and scale up SAF production, as well as adapt airports and supply systems for their massive use.



In this context, Airbus has taken an active role. Recently, the company announced an agreement with the International Civil Aviation Organization (ICAO) to finance feasibility studies on SAF in Argentina, Peru and Panama. These studies, which will begin in the coming months, seek to assess the potential for sustainable fuel production in the region and lay the foundations for a collaborative ecosystem between the energy, agricultural and air transport sectors.

The future of sustainable aviation in Latin America looks promising. The region has the opportunity to lead the energy transition in the sector; and joint work between governments, companies and international organizations will be key to making this vision a reality.



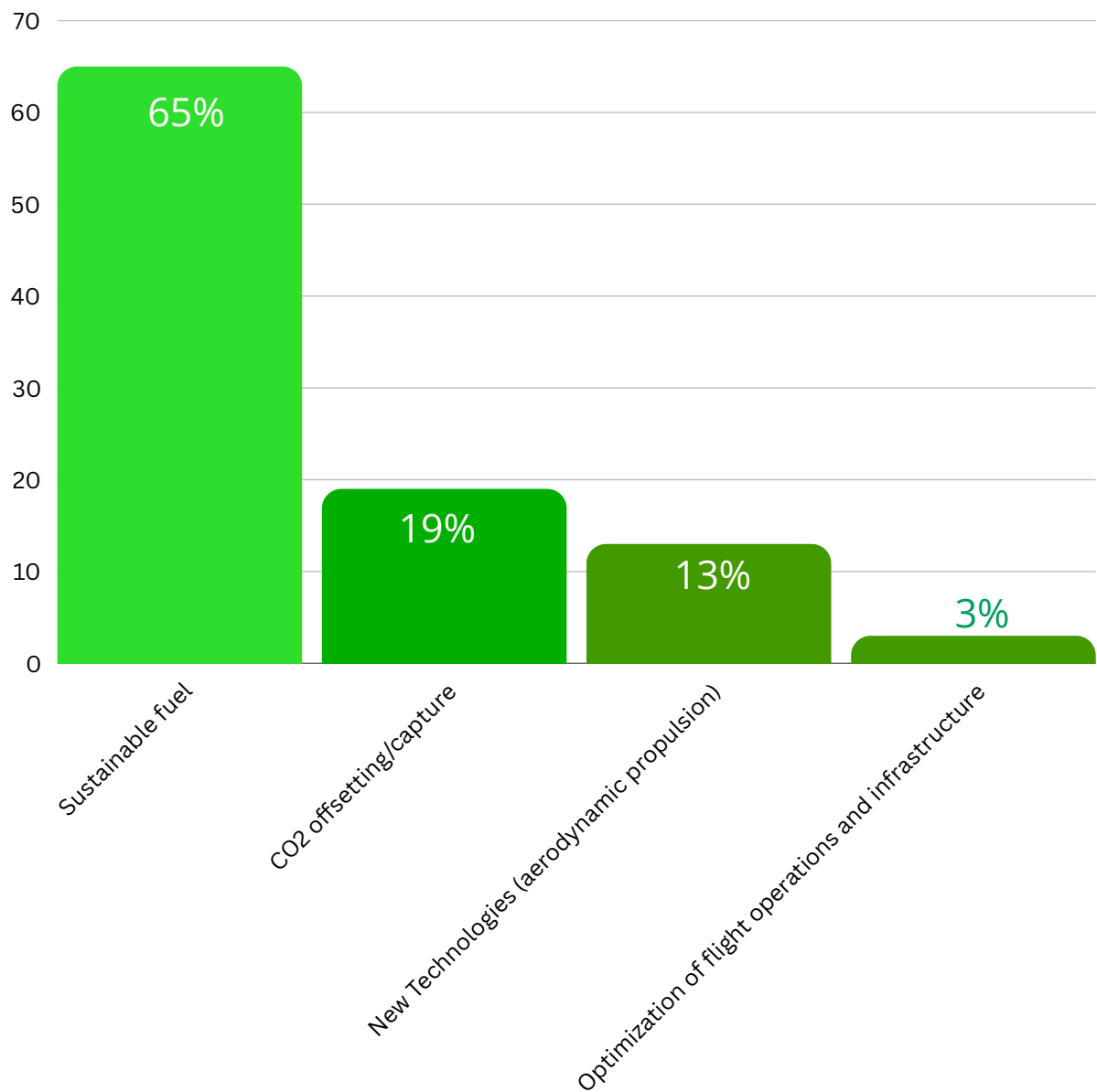
Although the path to decarbonisation is complex, progress is encouraging. Airbus already uses 15% of SAF in its internal operations, which has enabled it to significantly reduce its emissions. In addition, the company has set ambitious goals, such as reducing its emissions by 63% by 2030 compared to 2015. **“We are achieving these reductions through renewable energy and efficiency improvements,”** says Gressi.





SUSTAINABLE AVIATION: THE PATH TO ZERO CARBON

Contribution of each medium to the goal of net zero carbon emissions in aviation by 2050*



* Forecasts
Source: IATA

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A TRIP TO THE PAST AT THE POSTAL PALACE MUSEUM

This iconic building is a space where history, art and architecture intertwine, while continuing its work as an active post office.

Written by: Esperanza Aguilar

In the heart of Mexico City, where the bustle of the historic center blends with the majesty of its emblematic buildings, stands the Museo Palacio Postal. Since its inauguration in 1907, it has been a symbol of modernity and a guardian of the country's postal history.

Its creation was the result of a long evolution in Mexico's communication systems. During the 19th century, driven by modernization and economic growth, key reforms were implemented, such as the creation of the postage stamp in 1856 and the founding of the National School of Telegraphy in 1874. These advances consolidated the need for an emblematic building that would centralize and dignify the national postal network.

However, it was not until 2024 that it was formally opened as a museum to the general public. **"Before, only scheduled guided tours were offered, but with the new administration it was decided that access to culture should be for everyone and free of charge,"** says Marisela Bernardino, manager of Cultura Postal. Today, almost 80% of the place is dedicated to exhibition halls.




It should be noted that the building is an architectural masterpiece designed by Italian Adamo Boari, who also participated in the construction of the Palace of Fine Arts. Its eclectic style combines neo-Gothic, Renaissance and Art Nouveau elements, creating a unique structure that dazzles its visitors. **"We find Baroque, Moorish and Venetian details, as well as ironwork brought from Florence,"** explains Bernardino.

With permanent exhibits chronicling the evolution of the postal service and displaying historic tools such as old mailboxes, stamps and sorting equipment, the museum invites reflection on how communication has transformed society.



"Although it may seem that mail is no longer a primary necessity, it is still essential for sending packages and letters. During the pandemic, our mailmen did not stop working, demonstrating the importance of this service," says the manager. For this reason, the museum also seeks to revive the tradition of writing letters, offering visitors the opportunity to send messages from its facilities, an experience that connects the past with the present.

Declared an artistic heritage site in 1987, the Postal Palace is more than a museum: it is a symbol of Mexican identity. In short, it is a space that, beyond its museum function, remains a living witness to the evolution of a country and its people. "Every detail of the palace tells us a part of our history, not only as a postal service, but as a country," Bernardino concludes.



Marisela Bernardino, Postal Culture Manager.

ART ON PAPER: ALEYDIS CERVANTES AND HER JOURNEY IN CARDBOARD

Written by: Estefani Rodriguez



Beneficiary of Young Creators 2023-2024, the Mexican artisan promotes this technique as an artistic and cultural expression.

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hat began as a brief three-day workshop in 2016 has become the passion and way of life of Aleydis Cervantes Dueñas. The young artisan from Zacatecas discovered endless artistic possibilities in cardboard making and, since then, has dedicated her talent to perfecting this traditional technique, obtaining recognition and consolidating her brand: Espina de Papel.

Cervantes Dueñas, who was initially studying Biology, found in cartonería a form of expression that immediately captivated her. Although the workshop she participated in was brief, it was enough to spark her interest and lead her to delve deeper into the technique through courses and competitions. In 2018, she formalized her trade and began making seasonal decorative pieces, such as skulls, alebrijes, piñatas and judas.





During the pandemic, she taught her parents the art of cardboard making, turning the workshop into a space for family togetherness. As a result of this learning, her mother won first place in a popular art competition in Zacatecas, Mexico.

Over time, Aleydis realized that many people in her city were unaware of the true meaning of cartonería, confusing it with the collection of cardboard. Determined to change this perception, she began to teach workshops in public and private institutions, in addition to sharing her work on her social networks and on her YouTube channel.

“Part of this technique is knowing the behind the scenes, the history, how it comes about or what its different processes are, because cartonería has different sub-branches and making a toy is not the same as making a mask or an alebrije,” says Aleydis.

Her eight-year career has earned her important recognitions, such as the Zacatecas State Youth Award on two occasions (2019 and 2023), in the categories of Plastic, Visual and Popular Arts and Entrepreneurial Ingenuity, respectively. In addition, she has been a beneficiary of the Young Creators program of the Creation System, both in the 2020-2021 generation and in the current one, 2023-2024, within the category of Popular Arts and Traditions.

In her first participation in Jóvenes Creadores, she presented **"Desierto de papel"** (Paper Desert), a set of 21 cardboard sculptures that reflect the problem of biodiversity loss in the Zacatecas semi-desert. **"On that occasion, another perspective opened up for me on how to use cardboard, as something artistic and sculptural that helps me express what I think and feel."**



Currently, she is part of the collective exhibition **"Art in Motion"** at the Los Pinos Cultural Complex, with a piece in homage to Antonio González Castillo, a renowned mask maker from Hidalgo. In addition, she is developing **"Faces and Murmurs"**, a series of eight sculptures in tribute to master craftsmen and traditional cooks from Hidalgo. As part of this work, she has visited workshops in the Sierra Otomí of the Mezquital Valley to document their techniques and processes.

With her talent and dedication, the artist has managed to position cartonería as a valuable and versatile art. Through Espina de Papel, her teaching and projects continue to promote knowledge of this technique and open paths for future generations of cartoneros.





**Machines learn faster than we do,
but they don't dream of a better
future; that's still our advantage.**

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Written by: Estefani Rodriguez

INTERIOR DESIGN TRENDS FOR 2025

Discover the colours, materials and models
that will set the trend for interiors this year.

The design revolution is here. This year, the focus is on the intersection of technology and nature, well-being and sustainability. From shades that evoke calm to regenerative materials, each element invites us to rethink the spaces we inhabit. The goal? To create homes and objects that are not only beautiful, but also committed to the planet and our emotions.

In this regard, each year, the trend analysis firm WGSN presents an overview of the main trends that influence consumer habits and product design. Below, we explore the key trends that will define this market.



Colors: safety and conscious hedonism

Sunset Coral: An energizing color that encourages self-care and stands out in accessories and small furniture.



Future Dusk: a surreal and versatile shade, ideal as an alternative to navy blue or violet.

Sage Green: A serene green that conveys stability and aligns with biophilic aesthetics.



Bed and bath: well-being and functionality

Restored softness: priority on comforting textures and rounded shapes.

FUN-ctional Basics: Playfulness is reflected in bold designs and the #ColourBlocking trend.

New Naturals: Local and sustainable materials that strengthen community connection.



Digital programs: matte materials and regenerative leathers adapted to the digital age.

Textile: comfort and balance in it design

Nourishing

Nature: Biophilic designs and recycled textiles with nature-inspired textures.

Light and shadow: games of transparencies and gradients that interact with lighting.

Lighting: individuality and technology

Optical illusions: mirror effects and transparent materials that evoke futuristic minimalism.

Discreet luxury: sensorial and sustainable designs with an artisanal approach.

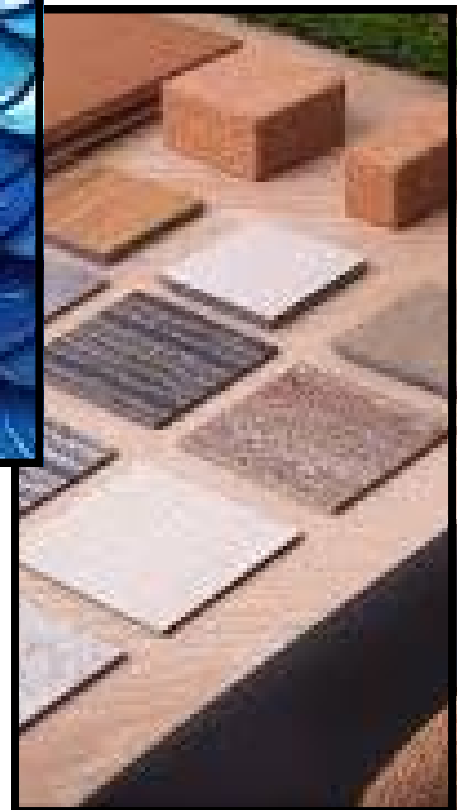
Digital complexities: Using AI in perforated and laser-cut products.

Materials: innovation and sustainability

Digital complexity: translucent and perforated textures that combine traditional and digital elements.

Underwater shapes: designs inspired by ocean textures with color-shifting effects.

Natural waste: use of biomaterials and food industry waste to reduce environmental impact.



Stationery: personalization and nostalgia

The retro flower: classic designs reinvented to add freshness and fun.

Artistic Stacks: geometric patterns with a free and contemporary approach.

The coastal shell: marine inspiration with illustrations in soft tones.





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