

A PROTO TYPE FOR SUSTAIN ABILITY

Welcome to the **WEBINAR** on line
May 30 and May 31, 2024
9:00 hrs Melbourne's time

Join us from

- **Melbourne** ● **Canberra** ● **Sydney** Australia
- **Ciudad de México** ● **Tlaxcala** Mexico
- **La Toscana** Italy
- **Memphis** ● **Nueva York** ● **San Diego** USA
- **Athens** Greece
- **Madrid** Spain



E X H I B I T I O N

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Tezcotzingo
in Australia

VERDMX in alliance with the
RED GLOBAL MX, Chapter Australia, thanks for your
asistance in this Webinar

"A Prototype of Sustainability: Tezcotzingo in Australia" (EXHIBITION)

Experience the magnificent way of thinking of one of Mexico's most extraordinary creators: **King Nezahualcóyotl**. **Over 500 years ago**, this visionary leader transformed his kingdom into an almost paradisiacal place through conscious design, effective urban planning, resource management, art, and creativity. This approach exemplifies the concept of **INTEGRALITY**, or in modern terms, **SUSTAINABILITY**. The achievements of King Nezahualcoyotl around the **Hill of Tezcotzingo** are considered a sustainability prototype. We are excited to share this experience with the world, starting in Australia. **Why Australia?** Because of its inspiring sustainability initiatives and its potential to be a global model. As Mexicans, we are eager to contribute to this global movement, inspire change, and help build a more sustainable future. Join us at this special event with experts in gardens, urban planning, circular economies, food sustainability, and sustainable thinking from the past, present, and future. **Discover how ancient knowledge can be a key to our new future.** Your participation is crucial. Together, we can have a significant impact on sustainability. **Let's start the conversation and learn together.** Connecting in this way is more sustainable than the current economy and existing sustainability practices in the world.

Welcome.

We'll be talking in
Spanish and English.
In this First Webinar,
more in Spanish
The talks will be
accessible in pdf
in both languages





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Welcome to this meeting, where we will explore one of the most brilliant minds in our history: King Nezahualcoyotl and how some of his incredible creations like water management, the strategic way to get water to the cities, the way to solve the food production, the architecture and botanic, his great library, and his way of understanding beauty, nature and poetry (besides the ancient garden of Tezcotzingo in Texcoco), provides us relevant sustainable lessons to the present and future, both in Mexico and Australia

Enjoy.

Thanks for joining us



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O P E N I N G / G O V E R N M E N T O F M E X I C O



Juan Patricio Riveroll is the Executive Director of Cultural Diplomacy and Tourism at the Ministry of Foreign Affairs of the Government of Mexico. He is Mexican, born in 1979, and director, writer and film producer. After studying Communication at the Universidad Iberoamericana, he specialized in film direction at the American Film Institute in Los Angeles. He has collaborated, among others, in the magazines Casa del tiempo, Luvina, Revista de la Universidad de México, and in the sites Replicante, Pijama Surf, El blog de cine de Letras libre and Polemón. He is well known for his films: "Ópera" (2007), "Panorama" (2013) and "Eternity Did Not Succumb" (2017), and for the publication of books such as: "Al filo de la Revolución", "Fireworks" and "Punto de Fuga". He has been awarded nationally and internationally. One of his great objectives in the Direction of Cultural Diplomacy and Tourism, is the preservation and rescue of the cultural heritage of Mexico, hence his sympathy and support for the Project "A prototype for sustainability: Tezcatzingo in Australia", since he considers that this project is of great importance for our country because it links the promotion of cultural heritage with the promotion of tourism, in a sustainable way.



Santiago Cortés Alcocer Since 2022 serves as Head of Political and Cultural Affairs at the Embassy of Mexico in Australia (accredited to Fiji, Nauru, Papua New Guinea, Solomon Islands, and Vanuatu), where he plays a pivotal role in advancing Mexico's diplomatic objectives, enhancing its reputation, and fostering cultural cooperation and understanding. He is a career diplomat since 2013, having been posted to the Consulate of Mexico in Fresno, California, USA, as Consul of Protection and Legal Affairs, looking after the interests of Mexican nationals in immigration, family, labor, administrative and criminal cases. In 2018, he was posted to the Embassy of Mexico in Saudi Arabia as Head of Economic Affairs, Trade and Promotion, where he oversaw the economic, commercial, tourist and cultural ties with Saudi Arabia, Bahrain, Oman, and Yemen. He also served as Mexico's representative at the International Energy Forum and served as G20 Liaison, for the duration of the G20 Saudi Presidency. He studied International Relations, at Instituto Tecnológico Autónomo de México (ITAM), in Mexico City, and has a Certificate on Political Studies by the Institut d'Etudes Politiques, Aix en Provence, France, and a Diploma on European Studies by the Universitat Autònoma de Barcelona, Spain.



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O P E N I N G / R E D G L O B A L M X . A U - V E R D M X



Francisco Tovar López Francisco works as academic and scientist of medical technology at RMIT University in Melbourne Australia, where he also completed a PhD in biomedical engineering. Francisco is the recipient of the Discovery Early Career Research Award, RMIT Vice Chancellor Fellowship. He is president of the Red Global Mx (Australia Chapter), a non-profit organisation which seeks to establish links between Australia and Mexico in different topics such as academy, science and technology, entrepreneurship and creative industries. He has authored over 60 publications and has two patents in medical technology. Amongst all this, he also finds the time to play music and over years he has studied traditional Mexican rhythms on strings played on Mariachi.

M O D E R A T O R S



Edgar Caballero Aspe Phd With a doctorate in education complemented by a background in biological sciences and conservation, I am a dedicated environmental educator passionate about designing innovative educational experiences that make a difference. Drawing from my diverse skill set and experiences, including working with youth in Australia, Mexico, and the United States, my cultural heritage from Mexico, creating music videos, trauma-informed practice with children, expertise in creative movement (dance and acro yoga), ongoing permaculture and gardening studies, and extensive academic career, I strive to transform our world one step at a time. My focus lies in grassroots and community-based climate adaptation initiatives. I am deeply committed to fostering strong connections between Mexico and Australia, leveraging my skills and knowledge to promote sustainable and impactful change.



Malkah Nobigrot is a Mexican Lawyer and Journalist. She holds a law degree from the Universidad Iberoamericana, a Diploma in Project Management from Georgetown University, and a Master's degree from Harvard Law School, where she was awarded a full merit-based scholarship and was also invited as a Visiting Researcher. She is the founder of Synergies Creator, an International Development, PR, and strategic communications firm, and has worked in various capacities at the Mexican Government, and the Private Sector in Mexico and abroad on international development, conflict management, strategic communications, and legal business development and marketing. She was admitted to the prestigious Young Professional Program at the Inter-American Development Bank (IADB), where she worked in its headquarters in Washington, D.C., and the Special Office in Paris, France. She has been a content producer, presenter, and international political analyst on TV/Radio stations in Mexico and the United States. She was recently selected by Santander as one of 50 women to be part of the 14th edition of the SW50 Leadership Program 2024 aimed at training women for important senior management positions, taught by the London School of Economics and Political Science. Ms. Nobigrot is a Senior Adviser at the Global Policy Institute in Washington, D.C., and is a member of the Mexican Legion of Honor, the Mexican National Academy of History, the Bicentennial Mexican Society of Geography and Statistics, and the Order of St Patrick.



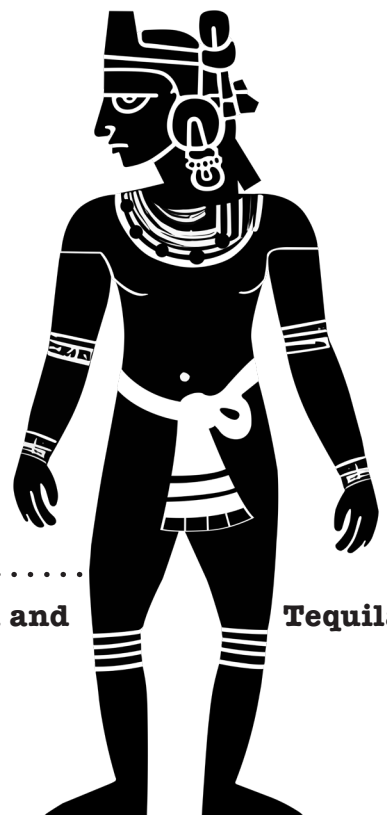
Gabriela Rodríguez, is the CEO of VERDMX. As a curator and creative director of design and artistic projects, she is a graphic designer of international acclaim and a member of AGI (Alliance Graphique Internationale) since 1998. 2007, she established VERDMX, an independent platform that propels environmental solutions through green businesses. From VERDMX, Gabriela spearheads a diverse range of initiatives. She orchestrates projects that fuse art, design, ecology, and technology, transforming public spaces in collaboration with brands and government agencies. She has worked on the Teztcotzingo project with his team at Verdmx since 1999. One of the actions is the event "A PROTOTYPE FOR SUSTAINABILITY, Teztcotzingo in Australia," an immersive exhibition that promotes the richness and sustainability of Mexican prehispanic culture, ancestral knowledge, heritage, gastronomy, ending with a meeting of chefs from both countries. Gabriela feels particular sympathy and inspiration in Australia, mainly because of design (she has been invited to participate in international design-related events for Melbourne since 2003) and the country's commitment to sustainable development. She has lived in Melbourne since November 2022. In addition to sharing cultural wealth, Gabriela thinks this project aims to strengthen exchange links between the two countries. She is an active member of the Red Global MX Chapter Australia and grateful to have their support and company in this Webinar.



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W E B I N A R



Gardens, Knowdledge, Chefs, Farmers, Food, Fun and

Tequila!



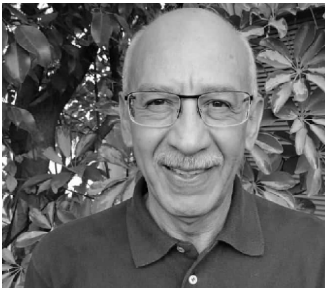
S P E A K E R S / H I S T O R Y



Dra. Alejandra Moreno Toscano (Mexico City, April 10, 1940) is a Mexican historian and researcher, recognized for her contributions to the recovery and preservation of Mexico's historical and cultural heritage. She is a graduate of the Faculty of Philosophy and Letters of the National Autonomous University of Mexico. She obtained a doctorate in History from El Colegio de México and completed third-cycle studies at the Practical School of Higher Studies in Paris. She has been a research professor at the Colegio de México, the Faculty of Political and Social Sciences of the National Autonomous University of Mexico, the José María Luis Mora Historical Research Institute, the Urban History Seminar of the National Institute of Anthropology and History (INAH) and in the History Department of the Universidad Iberoamericana. In 1997, she served as a UNESCO consultant, collaborating in the preparation of the Social Sustainability program for the Historic Center of Quito. Awards and honours: National Award for Scientific Research awarded by the National Academy of Scientific Research 1986. / Decoration of the Order of the Academic Palms in officer rank awarded by the Government of France, 1983. / Recognition 2013 granted by the Senate of the Republic to outstanding women in Art, Culture and the Academy. Recognition 2014 of the Ibero-American Federation of Urban Planners for its contribution to the development of the cities of Mexico, improvement of the living conditions of people and their environment. / Gold medal of merit to the José Guadalupe Posada design for his valuable contribution to Mexican and international design.



Geraldine Ann Patrick Encina Naturalized Mexican, she is a member of the Otomí-Hñahñu Regional Council of Alto Lerma since her arrival in the Toluca Valley in 1997. She obtained her doctoral degree in Social Sciences with a specialty in Ethnoecology from El Colegio Mexiquense (2007) and completed a postdoctoral fellowship at UNAM-Morelia (2010-2011) on cultural astronomy and archaeoastronomy in the Mayan, Nahuatl and Otomi cultures. She was a professor at the Intercultural University of the State of Mexico (2007-2012) and at the Universidad Autónoma Metropolitana-Lerma (2012-2015) and was also a fellow at the Center for Earth Ethics-Union Theological Seminary (New York, 2015-2020), where she taught courses on Ethnoecology and Mesoamerican Conceptions of Time-Space. Her publication (2013) Long Count and the Haab', application in Chichén Itzá shows that the 365-k'in calendar is indeed calibrated with solar dates, and that the main dates are the same as those in ancient urban layouts. She is co-director of Earth Timekeepers, member of the ENAH-UNAM Archaeoastronomy Seminar (2007-), member of the Inter-American Society of Astronomy in Culture (2013-), member of the Pre-Columbian Society of the University of Pennsylvania (2016-) and co-founder of the Network of Biocultural Heritage (2011-). Her individual and collaborative work includes books, articles, a calendar converter system, and a dome projection demo.



Arch. Miguel Angel Medina Miguel A. Medina is the most important mexican architect expert in "The Tetzcotzinco. Landscape architecture, art and aesthetics of the mexican garden". He is member of the College of Architects of Mexico City and the Mexican Society of Architects. Speaker at the XXXIII World Congress of the International Federation of Landscape Architects (IFLA). City of Florence, Italy (1996). Lecture: The Tetzcotzinco. Landscape architecture, art and aesthetics of the mexican garden. Speaker at the XXXIV IFLA World Congress, City of Buenos Aires, Argentina (1997). Lecture: The recreation of the landscape. Speaker at the X Forum Internazionale di Studi. Le Vie dei Mercanti. Second University of Naples. Italy. (2012). Lecture: Landscape architecture for the brain. Speaker at the XI Forum Internazionale di Studi. Le Vie dei Mercanti. Second University of Naples. Italy. (2013). Lecture: Planning from the awareness of a place. Published books: Art and Aesthetics of Tetzcotzinco. Landscape architecture in the time of Netzahualcōyotl. Art Collection. UNAM (1996-1997). Netzahualcōyotl. Exhibitions: First landscape architecture exhibition at the National Museum of Architecture. Palace of Fine Arts. Art and aesthetics of Tetzcotzinco (1996). Website: www.medinaarquitectos.com



Desiree Martínez Desiree Martínez is a Landscape Architect from the Technical University of Munich. She was President of the Society of Landscape Architects of Mexico (SAPM) and the International Federation of Landscape Architects (IFLA) based in Brussels, founded in 1947, with more than 80 member countries. He founded the IFLA-Africa Region and promoted the culture of landscape safeguarding through intense collaboration with UNESCO and UN-Habitat, through the National Landscape Charters, the Latin American Landscape Initiative (LALI) and the Landscape Initiative of Asia. She was named an honorary member of IFLA at the end of her term. She has taught master's degrees and diplomas in urban development, sustainability, public space and Landscape Architecture at UNAM and the Universidad Beroamericana of Mexico City and León, Guanajuato. She has presented keynote presentations at international conferences of IFLA, the Ibero-American Federation of Urban Planners (FIU), European Council of LA Schools (ECLAS) among others, in Shanghai and Beijing, China, Ahmedabad, India, Antalya, Turkey. She has also given academic lectures, as a guest professor at the Technical University of Munich and the Higher Technical School of Nürtingen, Germany, at the Beijing Forestry University, China, the American University of Beirut, Lebanon, the Austral University in Valdivia, Chile, the University of Arizona in the USA, the Private Technical University of Loja, Ecuador, among others. She has published several books and has edited and participated in numerous publications on Landscape Architecture. She has also received various awards and recognitions.



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Sarah Buck Kachaluba, PhD, MLIS is the cultural capital of the Aztec Empire, Texcoco housed a magnificent library frequented regularly by the royalty that inhabited Tetzcotzinco. Considered to be one of the world's great libraries – on par with the Ancient Library of Alexandria – it held the famed writings of Nezahualcoyotl, finely painted codices documenting the history of the Valley of Mexico, and other treasures. As a Latin American historian and academic librarian, Sarah A. Buck Kachaluba is an expert on the History of Mexico and the role of libraries in the trajectory of civilization. She also has published widely on gender, women, family, sexuality, eugenics, and feminism; has carried out ethnographic work in Maya communities in Yucatán, which is articulated and represented in digitized interviews, photographs, and photo-essays; and is involved in projects leveraging digital technologies to replicate, preserve and learn more about at-risk cultural heritage sites and artifacts. Such projects, in combination with field work with indigenous local peoples, help to reclaim and provide access to important ancestral knowledge. She holds a PhD in History from Rutgers University and an MLIS from the University of North Texas. She has worked as an academic librarian at Florida State University (2006–2015) and the University of California – San Diego (2015–present).



Marco Antonio Lavariega Sánchez A resident of Mexico City with close access to Texcoco, Marco Antonio Lavariega Sánchez is an archaeologist and specialist in Tetzcotzinco's historical design and significance to the broader culture of pre-Colombian Mexico. He has been instrumental in envisioning and inspiring the Tetzcotzinco exhibition. He has collaborated on multiple INAH-sponsored research projects revealing and protecting the cultural heritage of Mexico City and its surroundings, held positions in public administration in the area of cultural and educational rights, and directed initiatives promoting the local and international participation of researchers and cultural agents to disseminate cultural and historical knowledge through public and tourist networks. Since 2022 he has been part of VERDMX AC, an independent citizen platform that promotes environmental solutions and innovative multidisciplinary actions in public spaces.



Diego de Santiago Lázaro An architect and archaeologist with degrees from the UNAM (2008) and ENAH (2018), Diego de Santiago Lázaro applies his expertise in both disciplines to examining the topography, cartography, and settlement patterns of ancient Meso-American civilizations. He has conducted research at Ichkabal, Quintana Roo; Tajín, Veracruz; and Tulum, Quintana Roo, as well as archaeological rescue projects in the Mayan region and historical center of Mexico City. He has also cultural advocate for pre-Colombian Meso-American civilization, presenting to the municipality of Texcoco in 2020 and more recently at the Aristotelian University of Thessaloniki, Greece in 2024. His current interests focus on using new digital platforms to disseminate historical knowledge about ancient Tenochtitlán and the settlement patterns of the Valley of Mexico during the Late Postclassic period.



Ana Lara Heyns is a Mexican ge-anthropologist who has lived in Melbourne for over 7 years. She is a Research Fellow at Monash University working with architects, urban planners, geographers, and artists on a Australian Research Council Linkage Project called 'Repairing Memory and Place: an Indigenous-led approach to urban water design.' The project brings together Indigenous water memories in Melbourne, Australia, with current urban processes, with a view to the future and climate change. She has a background in Cultural Anthropology (UDLAP, Puebla, Mexico), and Social Anthropology and Tourism (Brighton University, UK) focusing on heritage, identity and belonging. Since her PhD (Architecture, Monash University) she has dedicated her research to the interconnections of water memory, decolonial methodologies, urban landscapes and water geography. Ana Lara Heyns is committed to her work and nurturing her relationships with the Traditional Knowledge holders of this land. Her dedication to contributing to the shared responsibility of creating more sustainable futures for generations to come is a testament to her deep respect for Indigenous cultures and their wisdom.



Dr Gustavo Fimbres is the Water Circular Economy Lead Research Fellow at the University of Sydney's Waste Transformation Research Hub. With Chemical Engineering degrees from Tec de Monterrey (BEng, 2002) and UNSW (PhD, 2008), his research specialises in reducing the cost, energy use, and environmental impact of water and clean energy production. From 2009 to 2014 he was a Researcher for the Cooperative Research Centre for Greenhouse Gas Technologies (CO2CRC), and from 2014 to 2019 he was a Catedrático CONACYT at the Instituto Tecnológico de Sonora (ITSON). Since 2019 he is based at the University of Sydney, where he actively collaborates with researchers from Mexico, Australia, Japan, the Netherlands, India, Malaysia, and the UK, engaging with government and industry to implement Circular Economy principles and support net-zero goals. He was a Board member of the Mexican Membrane Society, has authored over 80 publications, is member of SNI (Level II) and is Board member of the Australian Chapter of RedGlobalMX



Emmanuel Rodríguez MWith more than 20 years of experience in reputation and strategic communication, his approach as a Cultural Broker is to connect people through purpose and follow through on ideas until they come to fruition. He is the founder of CoReCom, an agency focused on creating and managing the perception of its clients in Australia, Mexico, and Latin America. He is currently based in Canberra, where he founded The Cultural Brokers Group to consolidate various resources focused on promoting narratives that facilitate the connection of Mexicans in Australia with the rest of the world. He is currently a board member of the Red Global MX Australia chapter, a member of the ANU Latin American Students Association, and a corporate member of ANZMEX. At the same time, he is a co-founder of the Australian Migration Consortium and also works with different local charities in the Australian capital. Previously, he was the Communications Manager of The Coca-Cola Company's Beverage Institute and was responsible for building relationships with leading physicians in Latin America.



Mónica Patiño She is a Mexican chef and businesswoman representing Mexico in several gastronomic festivals in Germany, Spain, Portugal, and England. She is considered one of the most prestigious chefs nationwide. After studying at the French gastronomy school L'École de Cuisine, Patiño opened his first restaurant in 1978. In 1978, he opened his restaurant called La Taberna del León in Valle de Bravo, State of Mexico, which was later transferred to Mexico City, where it still continues. In 1985 she joined L'École Lenôtre, also in France, to specialise in the preparation of desserts and snacks such as ice creams, terrines and pâtés. Five years later, in 1990, she became involved in the design and menu of the La Galvia restaurant, which she opened that same year. In 1995, she opened another restaurant of her own called Bolívar 12, whose dishes belong to the gastronomy of Mexico with specific Cuban influences. Other of her restaurants are MP Café Bistró (opened in 2000 in Mexico City, specialising in oriental dishes) and Náos (opened in 2004 and specialised in contemporary cuisine). The CNN Expansión website recognised Náos as one of the best restaurants in Mexico. In turn, Patiño is considered among the 20 most prestigious chefs, a distinction similar to that made by the Mexican Restaurant Association. She has written some books and participated on television. Some of her most recent restaurants are Delirio, a delicatessen with table service, and Casa Virginia, which has French cuisine, both in Colonia Roma and Mexico City. She currently resides in Tuscany, Italy.



Iván Fernando del Razo Born in Querétaro, but with Tlaxcaltecan roots, Iván Fernando del Razo is a young man who has distinguished himself for his great passion for cooking, especially for traditional Tlaxcaltecan food, a legacy from his grandmother. At the age of 17, when he worked as a kitchen assistant at the Hotel Misión, he discovered his true vocation, an experience that led him to study gastronomy at the Metropolitan University of Tlaxcala. Later, he ventured to continue his preparation in the culinary art and in 2011 he managed to do an internship at the Paxia restaurant of Chef Daniel Ovadia, one of the best in Mexico and with whom he has collaborated in a recent event at his restaurant.. Later, he continued his preparation on the European continent, an experience that changed his life and vision, as he collaborated in Noma, one of the best restaurants in the world, located in Copenhagen, by renowned chef Rene Redzepi. There, he promoted Tlaxcaltecan gastronomy through the creation of a dish based on insects, corn and mole, thereby gaining entry to the Nordic Food Lab, a research center of the aforementioned restaurant. The above led Ben Reade to decide to include Tlaxcala in the book "On Eating Insects", highlighting its insectivorous gastronomy, where Iván collaborated with research on the entity. In 2014 he stayed at the restaurant "Le chique" with chef Jonathan Gómez Luna, one of his mentors. He opened his first restaurant "Tlalli", focused on traditional cuisine. He obtained the UNAM cafeteria "La Caldera" and then opened his current restaurant Mexko in 2017, a concept of traditional cuisine with an avant-garde touch. In 2020, he opens his new project "Santa Rosa" Cafeteria and Pastries. In 2020, he was awarded Mexko by "BBVA Momentum" and was among the best 20 companies for the program.



Jo Corrigan and Matt Donnelley Jo and her partner Matt Donnelley are two former chefs and restaurateurs who have turned a love of foraging and growing into a thriving business. They are from Melbourne. It's been five years since they swapped city center life for the beautiful Macedon Ranges, quickly becoming an integral part of the community. "That word community is very interesting. The people around you who you may not know are your community. So when you ride the same tram at the same time every morning, you see the same faces. You may not know them, but they are your community." "We were so grateful to have been adopted so quickly into this community here in Romsey. The people, when they knew we were here, looked for us and greeted us. If they bought plants from us somewhere, they left a note in the mailbox. Jo takes a moment to reflect on the journey from restaurateur to farmer. "Becoming a farmer was a long road. We are no strangers to problems because we have had to make many decisions under pressure. The restaurant was an excellent training ground." "We have diversified into more retail sales and made sure people know they can get our products there. Andrew McConnell's retail outlets (and his restaurants) support us enormously." "The biggest change for us was that the Farmers Markets invited us in." "Farmers markets have a huge following. It is an incredibly safe environment."



Francisco de Santiago ("Paco") is a Mexico City native who has a deep passion for his country's cuisine. He is also sort of renaissance man — a former champion chess player, bullfighter and more recently, a professional gastro-guide. A keen culinary explorer, Paco focuses on the antojitos, or little culinary cravings of his hometown, which are a hallmark of a culinary tour of the city with him. His deep knowledge of Mexico City's backstreets had led to Paco appearing on Netflix's *The Taco Chronicles* and to work as a consultant with the Culinary Institute of America and with chefs such as Pati Jinich, Rick Bayless and Rick Stein.

T R A N S L A T O R S /



Nicole O'farrill
From Mexico City



María Emilia Rodríguez
From San Diego



Paula Villalobos
From Melbourne



Patricia Ríos Patricia likes to be related with culture, art, sustainability and business. For the past four years she has been working on new business for Latin America from the ACCIONA CULTURA office in Mexico City, focused on the development and production of cultural and commercial projects. Art historian who has worked for the past 15 years as a cultural manager in the arts sector in Mexico and Latin America. Throughout her career, she has collaborated with institutions such as the National Auditorium in Mexico City, the Mexican Ministry of Foreign Affairs, Latin American and European embassies, and internationally renowned cultural companies such as the Metropolitan Opera House in New York, the National Theatre in London, and the Bolshoi Ballet. Her professional experience includes her work as a business development manager, project manager, producer, and developer of strategic partnerships. She has been related with Verdmx since 2019 with different projects; one of them was the proposal for an immersive museum for children in Mexico and for the renovation's project for an iconic and historic place in the popular culture in México: the legendary Salón "Los Angeles".



Roberto Montiel Enriquez CEO of Medusa Lab. Medusa Lab is a multimedia laboratory from Mexico City founded in 2013 by visual artists, industrial designers, and producers. They like to work with VERDMX with Gabriela Rodriguez to create amazing exhibitions in the public space with technology. The studio has a proven track record in the audiovisual industry and is one of the most experienced in Immersive Video mapping, Mixed Reality, and Expanded Scenography projects in Latin America. Abroad, Medusa has received multiple awards and represented Mexico in events such as the 14th Venice Architecture Biennale (with the Mexican Multimedia Pavilion in 2013); the Day of the Dead Installation in Shanghai in 2015; Second Prize in the International Videomapping Competition Professional category of the FIMA 2016 mapping festival; Winner of the XII National Staging Competition by Costa Rica's National Theater Company; and First Prize in the SPACE Vj Meeting in Poland in the Fulldome category. The studio's work has been on display at the Festival Internacional Cervantino (Mexico), MUTEK MX, Festival Visiones (Peru), SAT Festival (Montreal), Athens Digital Art Festival (Greece), Brno Fulldome Festival (Czech Republic), Rencontres Audiovisuelles (France), Lighting Sibiu (Romania), among others.



Abigail Thomas. Head of Sustainability | Head of Product Strategy - Special Broadcasting Service (SBS) Australia #Sustainability #Digital #Transformation. A purpose-driven sustainability leader who aims to create positive change through innovative solutions. She has spearheaded growth and organisational transformation in sustainability and digital across media, financial services, consulting, not-for-profit and government sectors through strategic vision, decisive action, technical expertise and strong leadership. She has a proven track record in inspiring and motivating teams to work collaboratively towards sustainability goals. She has successfully managed diverse stakeholders, including senior executives, and built partnerships with external partners, funding bodies and community groups to drive outstanding results consistently. She has led teams from 2 to 30, with dotted-line oversight of 150 people.

PROGRAM

THURSDAY 30 DE MAYO

Melbourne's time



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Opening

9:00 HRS

9:04 HRS INTRODUCTION

9:05 HRS

• **Juan Patricio Riverol**

Director of Cultural Diplomacy and Tourism of SRE Joins us from México City

9:10 HRS INTRODUCTION

9:11 HRS

• **Santiago Cortés**

Head of Political and Cultural Affairs at the Embassy of Mexico in Australia, Joins us from Canberra, Au.

Welcome

9:11 HRS INTRODUCTION

9:12 HRS

• **Gabriela Rodríguez**

CEO of VERDMX Joins us from Melbourne, Australia

History

9:19 HRS INTRODUCTION

9:20 HRS

• **Dra. Alejandra Moreno Toscano** (UAM, Scientika, INAH):

"The past of an ancient civilisation is relevant to the future."

Presents the publication "El Códice de la Cruz Badiano".

Reflections from science, history and anthropology

Joins us from Mexico City **MODERATOR: EDGAR CABALERO ASPE**

9:30 HRS

• **Arch Miguel Medina** (Medina y Asociados, CDMX)

"Tezcotzingo: world treasure" architecture, cultural landscape and sustainability."

Joins us from New York, USA **MODERATOR: EMMANUEL RODRÍGUEZ**

9:45 HRS

• **Marco Antonio Lavariega** (Enah, Verdmx) Joins us from Memphis, Tennessee

• **Diego Salvador de Santiago Lázaro** (Unam, Enah) Joins us from Athens, Greece

"Nezahualcōyotl: Timeless Wisdom for a World in Transformation".

MODERATOR: FRANCISCO TOVAR

10:00 HRS

• **Sarah Buck** (U. San Diego, California)

"Ancestral knowledge and the GREAT library of Nezahualcōyotl"

Joins us from San Diego, USA **MODERATOR: MALKAH NOBRIGOT**

10:15 HRS

• **Geraldine Patrick** (SNI, New York):

"Tlálloc in Tecotzingo. Balancing wet and dry seasons"

Joins us from New York, USA **MODERATOR: EDGAR CABALERO ASPE**

PROGRAM

THURSDAY 30 DE MAYO

Melbourne's time



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Sustainability

10:25 HRS

• **Arch. Desirée Martínez** (Technical University of Munich)

"Tezcotzingo System, a key piece for the sustainability of the Anáhuac region."

Joins us from Mexico **MODERATOR: MARCO ANTONIO LAVARIEGA**

10:35 HRS

• **Ana Lara Heyns** (Monash University)

"Relational and respectful methodologies with water in Melbourne"

(Joins us from Melbourne, Au) **MODERATOR: FRANCISCO TOVAR**

10:45 HRS

• **Gustavo Fimbres** (University of Sydney)

"Circular Economy, successful examples from Australia."

Joins us from Sydney, Australia **MODERATOR: EMMANUEL RODRÍGUEZ**

10:55 HRS

• **Gabriela Rodríguez** Conclusions

11:00 HRS

• **Francisco Tovar** Presentation Red Global.

PROGRAM

FRIDAY 31 DE MAYO

Melbourne's time



A PROTO TYPE FOR SUSTAIN ABILITY

Food and chefs

9:00 HRS

9:04 HRS

Welcome again -

9:05 HRS

• **Mónica Patiño** (México- La Toscana, Italia)

"Food, chefs, agriculture and nature in Mexico." society-nature harmony

Joins us from Toscana, Italy **MODERATOR: EMMANUEL RODRÍGUEZ**

9:20 HRS

• **Iván del Razo** (Mexico-Tlaxcala)

"Food, chefs, agriculture and nature in Mexico." society-nature harmony

Joins us from Tlaxcala, Mexico **MODERATOR: MALKAH NOBRIGOT**

9:35 HRS

• **Jo Corrigan and • Matt Donelli** (Melbourne, Au)

"Food, chefs, farmers and nature in Melbourne. Society-nature harmony

Joins us from Melbourne, Au **MODERATOR: EDGAR CABALERO ASPE**

9:45 HRS

• **Francisco de Santiago Lázaro** (Mexico City)

"Barbacoa"

Joins us from Texcoco, Mexico **MODERATOR: EDGAR CABALERO ASPE**

Entertainment

9:55 HRS

• **Patricia Ríos** (Acciona Cultura)

"Cultural entertainment" and new technologies

Joins us from Madrid, Spain **MODERATOR: MALKAH NOBRIGOT**

10:05 HRS

• **Abigail Thomas** (SBS television Australia=

"Cultural entertainment, sustainability and new technologies "

Joins us from Melbourne, Australia **MODERATOR: FRANCISCO TOVAR**

10:15 HRS

• **Roberto Montiel** (Medusa Lab)

"Cultural entertainment" and new technologies

Joins us from Madrid, Spain **MODERATOR: EMMANUEL RODRÍGUEZ**

Closure

10:20 HRS

• **Gabriela Rodríguez** (VERDMX)

• **Francisco Tovar** (Red Global MX AU).

VERDMX



A PROTO TYPE FOR SUSTAIN ABILITY

VERDMX is very glad and grateful to work with Red Global MX / Australia because this project, besides sharing cultural wealth, aims to strengthen exchange links between Mexico and Australia.

We also appreciate the support from CATOBRANDPARTNERS



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