



# The Hidden Garden Experience

You're invited—NoHo is looking forward to seeing you at this special spring event, featuring art, fashion, cuisine, and music.

**NoHo Casa del Arte**  
Calle 60a #477a  
Entre 27 y 29 Alcalá Martín

*Located two blocks from  
the U.S. Embassy and  
two blocks from the  
Estadio Salvador Alvarado*

**April 19 at 7:00 PM**

**Dress code: White**

Admission is free but space is limited.

**RSVP is required:**

**[info@sohogalleriesmx.com](mailto:info@sohogalleriesmx.com)**

## The Hidden Garden Experience (*El Jardin Escondido*)

Delight your senses—through color, texture, melody, and flavor.

Andy Warhol predicted an inevitable phenomenon, declaring that shops would become museums and that all museums would become shops. These secular temples are a hybrid of art, fashion, and architecture—and are the new meeting places for traditional ideas and trade. Last year, SoHo Galleries opened NoHo Casa del Arte, an elegant space from the 50s that offers an appreciation of art from another perspective and a meeting place for art lovers to gather together to enjoy culture from Mexico and all over the world.

NoHo has been planning an unprecedented project for quite a while. Combining fashion, art, cuisine, and music, *The Hidden Garden* is a collaboration of four acclaimed artists: Yucatecan fashion designers Kika Rodriguez and Aldrin Ayuso and Mexican visual artists Argelia Rojas and Jorge Alberto Aguilar Rojas (JAAR).

So please join us at NoHo on April 19 at 7:00 PM. We invite you to attend in white attire—ready to be a part of a magical spring night in the Hidden Garden.

*"Of course, fashion is art. The relationship between these universes is very close. Both are means of expression of great power, which create objects not only beautiful, but also capable of moving."*

**Giorgio Armani**

# About the artists



## Kika Rodríguez

Originally from Campeche, Kika's interest in design started at an early age. Her family instilled in her a taste for designing embroidered garments and accessories of haute couture, reflecting the traditions of Yucatecan artisans.

Today, Kika has formed a team of nine Yucatecan women who design and embroider accessories. This embroidery tradition allows them and their families to earn a livelihood while keeping the tradition alive.

Kika's brand and designs are recognized by the International Fashion Market. You can find her designs in fashionable stores in Colombia, Bolivia, and Europe.



## Argelia Rojas

Originally from Jalisco and graduated from La Esmeralda, Argelia's paintings transport us to places she has made magical—churches adorned with vibrant confetti, suns and moons behind colorful mountains, and watermelons that radiate life.

For this exhibition, her work bursts of skies and flowers that reflect a hidden spring garden. With her unique style, Argelia has captured the essence of Mexican traditions with free and precise strokes that transmit the joy and character of the Mexican people.

She has exhibited her work throughout the U.S., Mexico, Latin America, and abroad.



## Jorge Alberto Aguilar Rojas (JAAR)

Born in Mexico City, Jorge studied Art History at Casa Lamm Cultural Center. He also studied engraving, painting, and drawing at San Carlos Academy of the UNAM and the Museum of the Engraving of Zacatecas.

Jorge has exhibited in Art Basel Miami and Art Basel in Switzerland with gallery showings in the U.S., Mexico, Latin America, and abroad.

One of the favorite artists of collectors in Mérida, Jorge has been a featured artist at Soho since 2011 and has donated his works to organizations such as "Brazos Abiertos"—which was auctioned during the opening exhibition at SoHo Galleries.



## Aldrin Ayuso

Aldrin has focused on cutting-edge guayabera designs for men for over 20 years. His brand, Azul, is respected and recognized globally. It was created to bring an avant-garde and innovative alternative to traditional Yucatecan clothing.

Using the finest fabrics, Aldrin creates unique designs and firmly believes in constant renewal and evolution—adapting to new trends while preserving the rich cultural traditions of the Yucatán.

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