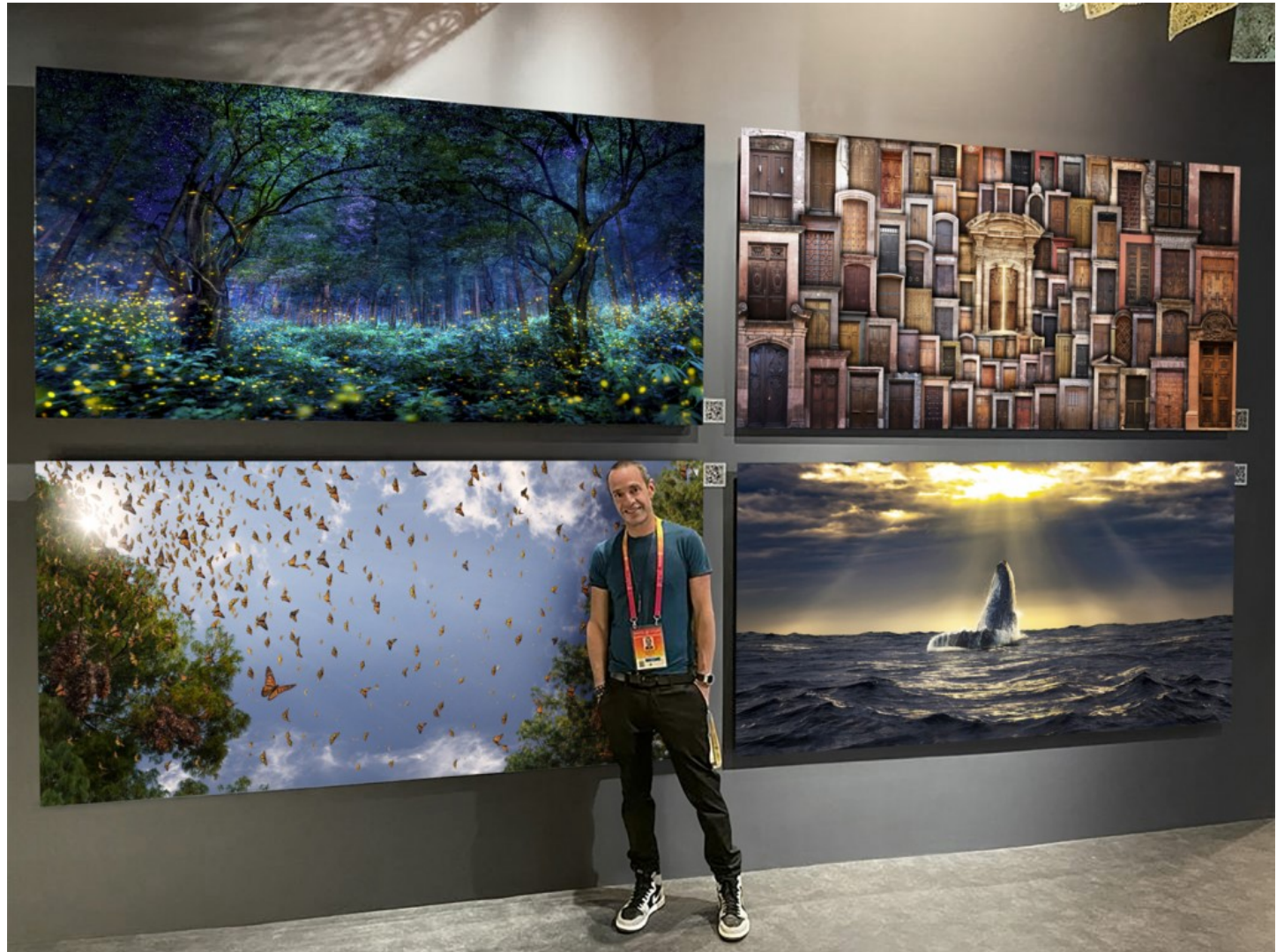


Mystika by Pepe Soho is presented at Expo 2020 Dubai's Mexico pavilion

The nature photographer offers an introductory journey about Mexico, with his work *Mystika*, an immersive experience of art and technology.



Distrito Federal, Mexico Dec 4, 2021 ([Issuewire.com](https://www.issuewire.com)) - Mexican artist Pepe Soho was invited with his visual and immersive work *Mystika*, a piece that is part of the Mexican pavilion called *Tejiendo Vidas* (*Weaving Lives*), directed by the cultural promoter Bernardo Noval, at Expo 2020 Dubai, taking place from 1st October 2021 to 31st March 2022 in Dubai, United Arab Emirates.

The universal exhibition, which was delayed due to COVID19, is the greatest show in the world, bringing together more than 190 countries for 182 days to offer cutting-edge technology, art, innovation, culture, and business, all in 438 hectares of exhibition space. The thematic focus is "Connecting our minds and building the future" and a capacity of 25 million people is expected.

The Mexico pavilion houses a sample of the immersive exhibition ***Mystika by Pepe Soho***, which consists of two sections. The first begins with a sensory triangle where the great pyramid of Chichén Itzá can be contemplated in a starry night. Then, the tour continues to a 360° dome showing the work *Maya*,

which allows appreciation of the ruins of Tulum and the fierce serpent of Kukulkán under the starry sky.

The second section, created by the 2017 World Photographic Cup winner, continues with *Sanctuary*, which symbolizes a tribute to nature consisting of an infinite mirrors triangle cabin that takes the viewer to Mexico's three most emblematic sanctuaries.

Through these installations, Pepe Soho connects the visitor with nature and the wealth of Mexico. "*Mystika* represents to me the demonstration that nothing is impossible, that there are always new beginnings and possibilities to fulfill our dreams. Sometimes you have to break down to transform yourself. Will and determination brought my work to Dubai today to share my experience with the world", he says.

In addition to the pieces exhibited by Pepe Soho (which are also part of the *Mystika Museum*, the artist's multisensory museum located at the entrance to the ruins of Tulum in Quintana Roo), a brief collection of his photographic work, consisting of 7 large-format images, including *Transcendence*, *Eywa*, *Becoming*, *Stories*, *Maya Dream*, *Noí* and *Mystika* may also be admired.

Thus, in Dubai, Pepe Soho proposes a Mexican biodiversity internal experience, which is of great impact when making synergy with the use of technology. The result is a poetic-fantastic proposal for those who find in the work the fragility of the boundary between reality and fiction.

The visual artist Betsabeé Romero also participates in the Mexico pavilion at Expo 2020 Dubai, with the installation *Tejedoras de Lazos (Weavers of bonds)*, work that covers the façade of the building and consists of colorful hand-woven ribbons made by artisans from Etzatlán, Jalisco. Also, opera singer Javier Camarena and Ballet Folklórico de México, a dance group founded by the choreographer Amalia Hernández in 1952, will perform.

ABOUT PEPE SOHO

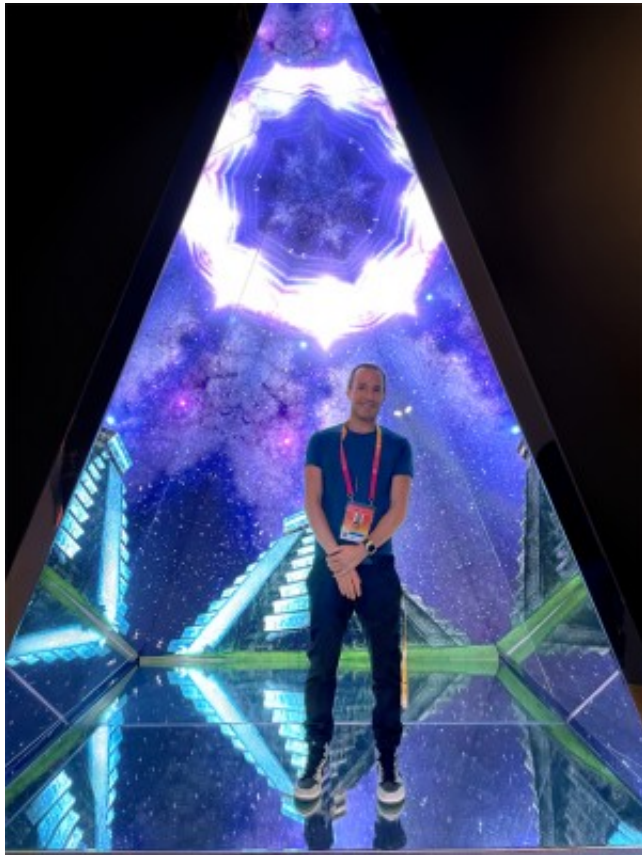
Pepe Soho was born in Mexico City and from an early age showed artistic sensibility and a very active mind.

After several years of studying music, he performed as a drummer in important venues in Los Angeles and Mexico City. Later, he focused on design and created the clothing brand SOHO, which became a fashion icon for two decades. Then, he ventured into the business world of entertainment with the famous LOVE club.

As a result of depression, Pepe Soho finds an escape in photography and this is how he decides to do it professionally. Renowned as one of Mexico's most important contemporary photographers, Pepe Soho was awarded the gold medal for his photo *Belief* at the 2017 World Photographic Cup (WPC) in Yokohama, Japan.

Among other places, his work has been exhibited in the José Luis Cuevas Museum (CDMX), in the Chapultepec bars open gallery (CDMX), as well as the *Mystika Museum*, the artist's visual space located in Tulum, Quintana Roo. Besides, his work has been acquired into collections in Mexico, Spain, Germany, England, the United States, Canada, among many other countries.

Pepe Soho describes his photographs as a love letter to nature since through it he managed to heal his life and now he pays her constant homage. Today, his vision is to bring Mexico's landscape beauty to the rest of the world.



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