

# SOFIA WEIDNER



## ABOUT ME

Mexico city, 1991.

Multidisciplinary artist who graduated from Textile Design in 2015. From a personal perspective, her work reveals the relevant issues of justice and gender equality in Mexico, through different traditional and digital art mediums such as illustration, textile, oil and gouache paints, in small and large formats.

## EDUCATION

**Bachelor in Textile Design**, Universidad Iberoamericana 2011- 2015

**Art history courses**, Casa Lamm 2010

**Artistic drawing courses**, Casa del Lago UNAM 2010

## EXPERIENCE

**One Up Advertising agency**: 2016-2017

**Freelance Designer and Illustrator**: 2017- now

## ART DIRECTION

- **Nike Store Santa Fe Mexico City, Art and design**: 8 permanent murals
- **“NIKE BY YOU”**, 32 collection for custom products at Artz Mexico City Nike store, 2020
- **Google and Youtube campaign**: Full branding, art direction for motion graphics and influencer kits
- **The body shop**: art for social media, Self love campaign: 55 cards illustrated, stickers for refill station at mall shop
- **Apple product red**: illustrations for aids campaign at Niddo cafeteria
- **Aerie**: illustrations for social media
- **Melissa Shoes**: art for murals at stores
- **The Glen Rothes**: Oil painting and packaging intervention for 2019
- **Home Mezcal** : Label design- 2022
- **Museum of Modern at Mexico's City**: flyers for Bosque Sonoro event 2021
- **Comex paintings** :Label design for Bottle of paint - 2019
- **UN WOMEN** - illustration for social media march 2018
- **Carmelita Bananas** - Full Branding for: Vida 2017
- **“Mexicanas Unidas”**, Temporary mural that brought together 80 women protest against femicides and other gender-based violence. The mural stayed during the months of December and January (2019 -2010)

## MURALISM

- **Art and design for Nike Store Santa Fe Mexico City**: 8 permanent murals
- **4AD y The National**: Promotional album Mural - 2019
- **Frëims Cafeteria**: Backyard mural and solo show 2020

## EDITORIAL ILLUSTRATION

- “*Good night stories for rebellious girls*” Illustration for **Planeta Editorial**, 2021
- Illustration for *Digital cover pager*, **Glamour magazine**, June 2020
- “*THE PRIME OF EVOLUTION: Nike Air Max as platform of the creativity and constant innovation of reinvention*”, digital illustrations for **DNA magazine**, March 2020
- “*REVOLUTION: Iconic moments in history marked by the Nike Air Max*” digital illustrations for **DNA magazine**, April 2020
- “*Society: FEMINISTA... ISH*”, illustration for **Elle magazine Mexico**, March 2020
- “*Society: witches*”, illustration for **Elle magazine Mexico** October 2019 and October 2020
- “*PRADA look FW2019*”, fashion illustration for

**El libro amarillo del Palacio de Hierro**, Issue Fall Winter 2019

## SHOWS

### SOLO SHOWS

- “Building covens” Frëims Mexico, June 2020 - January 2021

### GROUP EXHIBITIONS

- Feminasty at Pandeo, June, 2018
- March for Centro de Cultura Casa Baltazar, Córdoba, Veracruz, March, 2019
- Calacas para Centro de Cultura Casa Baltazar, Córdoba, Veracruz, November, 2019

### PERMANENT EXHIBITIONS

13 oil paintings, Casa Malva Hotel, Tampico, 2018

## CURATORIAL DIRECTION

- “Witch Wise Woman” Centro de Cultura Casa Baltazar, Córdoba, Veracruz, November, 2020

### ADEVERTISING DESIGN / COMMERCIAL IDENTITY

- “NIKE BY YOU”, 32 collection for custom products at Artz Mexico City Nike store, 2020
- Flyers for Mexico’s City Modern Art Museum: Bosque Sonoro 2021
- Label design for Bottle of paint- Comex October 2019
- Illustrations for ONU Mujeres, March 2018
- Full Branding for Bananas Carmelita: Vida 2017
- Oil painting and packaging intervention for The Glen Rothes 2019

# PRESS ABOUT MY WORK

## INTERNATIONAL

- “Millions of women in Mexico expected to strike over feminicides” by Elizabeth Melimopoulos para Al Jazeera Digital, march 2020
- “Paste-ups of feminist protests by Sofia Weidner for Goethe Institute Washington DC Digital, july 2020

## MEXICAN PRESS

- “When art shouts “Not One More”, illustrated activism” Rolling Stone Magazine by Andrea Calderón
- “Illustrated Feminism, Sofia Weidner”, by Karen Delgado for Chilango Magazine printed issue, August 2022
- “5 artists capture the sensations we experience day by day” by Andrea Villegas Meow Magazine May 2020
- “Sofia Weidner: feminism and emotions between minimalist strokes” by Elizabeth Almazán for Digital Glamour Magazine, May 2020
- “From the intimate to the social: local illustrators. Reflection on the work of Sofia Weidner” by Sandra Sánchez for Onda MX, June 2020
- “Sofía Weidner and Melissa Shoes, expression through art” Coolhunter, May 2022
- “Illustrated feminism: Mexican illustrators trace gender equity” by Regina Barbarena for TimeOut Mexico, March 2020