***InVisible*: the glass that protects our best memories**

* Tequila Casa Dragones stars in ***InVisible. Diseño en Vidrio,*** the temporary exhibition that is currently showcased at the Franz Mayer Museum.

**Mexico City, October XX 2019**. As a way of showing its commitment to craftsmanship process and design, Tequila Casa Dragones participates in ***InVisible. Diseño en Vidrio***. This exhibition was presented on October 10 and will remain open until January 12, 2020 at one of the most important cultural institutions in Mexico City, the Franz Mayer Museum.

Theexhibition was curated by Emiliano Godaoy, a well known industrial designer. ***InVisible. Diseño en Vidrio*** explores the products and processes of the important glass related companies of Nouvel, Grupo Pavisa and Vissio. All of the pieces offer an interesting point of view regarding craftsmanship possibilities and techniques to work with one of the most fascinating materials of the world.

With more than 500 pieces that go from daily life objects to artworks, the curatorial approach focuses on topics related to the Franz Mayer’s collectors passion: technical perfection and sophistication, formal and aesthetic explorations, and the design’s languages and patterns that, on one side, refer us to cultural remarks of their time, and on the other side, opens up a conversation for creation.

In the first room, the spectator meets the journey of utilitarian pieces, design objects and bottles. The hall showcases the precious Tequila Casa Dragones Joven iconic bottle, ornamented with the traditional “pepita” engraving and the distinctive black bun tied to its neck. Due to the excellence in its execution, this last piece will also be part of Franz Mayer Museum permanent exhibition.

The second room is dedicated to the creative and production processes linked to design. The exhibition showcases different materials, drafts, videos and photographic archives that are complemented with the objects and final results. In this place, the curator displays the limited editions of Tequila Casa Dragones along with a making of audiovisual material of the brand’s collaboration with Mexican artist Pedro Reyes and an explanation of this project.

The last room of the exhibition displays never seen before decoration and other utilitarian pieces from Mexican artists such as Héctor Esrawe and Frida Escobedo. All of them made with glass only. At the end of this hall, the conversation is lifted up with a conversation about the artisanal process of glass handling, taking the spectator to the world of contemporary design, in didactic yet challenging way.

As a part of the opening ceremony of the exhibition, Bertha González Nieves, the first ‘Maestra Tequilera’ in Mexico, co-founder and CEO of Tequila Casa Dragones, participated in a discussion about vernacular art and its place in contemporary design, along with Emiliano Godoy, the ***InVisible*** curator, plastic artist and designer Edgar Orlaineta, and Collective Design Fair curator Steven Learner. This moment was presented by Alejandra de la Paz, Franz Mayer Museum Director, and moderated by Birgit Lohmann, Editor in Chief at Designboom.

During the discussion, Bertha González Nieves said “We are trying to elevate and celebrate our commitment of the artisanal process through our bottle, and with all we do. We respect the craftsman talent and the cultural wealth brought upon us through their efforts. This is a collaborative work that feeds our passion.”

Steven Learner stated that “We’re overloaded with technology, and that's why this approach to craftsmanship design is very important in the exact way that this exhibition and all the pieces present it”.

At the end of the discussion, guests were invited to presence the process of “pepita” engraving conducted by tequila house “maestro pepitero”, mister José Cruz, in the Tequila Casa Dragones Joven bottle. A tradition that this container wears with pride.

The exhibition is part of the Abierto Mexicano de Diseño, an international cultural festival that reunites the most important personalities and studios of the national design scene to create a space for conversation and an exchange of ideas surrounding the improvement of the industry.

Being part of ***InVisible. Diseño en Vidrio*** is important for Tequila Casa Dragones because it comes to show that the brand can be more than only a tequila producer. This moment marks a boost in its cultural commitment and portrays its focus on glass, one of the most iconic and at the same time common materials in the world, that is part of the tequila house history since its creation 10 years ago.

For more information about this and other activities, go to

[www.casadragones.com](http://www.casadragones.com).

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**About Casa Dragones**

Casa Dragones is a limited edition independent ‘tequilera’ house known for Tequila Casa Dragones Joven and Tequila Casa Dragones Blanco, drinks that reflect the craftsmanship and accuracy that are part of their production. Since 2009, Casa Dragones Joven has earned admiration from tequila aficionados, tasters, and renowned chefs, for its flavor, scent, and body. Casa Dragones Joven is a blend of tequila Blanco and extra-aged tequila, that turn out in highly smooth flavor created for a direct sip, and for pairing with food. In 2014, the independent, small-batch producer introduced a second label, Tequila Casa Dragones Blanco, a silver spirit that keeps the elegance and subtlety shaded that have become Casa Dragones name’s synonymous. This tequila has gathered, in the same way, loyalty from the most worldwide renowned mixologists that has been creating original recipes that highlight the qualities of this drink.

http://www.casadragones.com/

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