

OBRA BLANCA®

Obra Blanca Unveils Full Agenda for 5th Edition in Mexico City, October 2024

- Highlights include three content cycles: Habitable Space, Sustainability and Innovation, and Lighting.
- Renowned architects Fuensanta Nieto, Enrique Sobejano, and Giancarlo Mazzanti will be speaking.
- Connection Spaces and the Obra Blanca Space offer networking opportunities for industry stakeholders.
- The exhibition floor, now over 24,000 m², features top brands in the sector.

Mexico City, May 29, 2024 - Obra Blanca 2024, the premier finishes and design exhibition for architecture, has unveiled its complete agenda to over a hundred industry professionals and leading companies. In its 5th edition, the event boasts over 24,000 m² of exhibition space, showcasing ceramics, woods, natural stones, faucets, bathroom furniture, and lighting. The extensive program is tailored for architects and interior designers, featuring international conferences in partnership with Arquine and speakers like Fuensanta Nieto, Enrique Sobejano, and Giancarlo Mazzanti.

Fernando Lozano Assad, president of Obra Blanca and director of TCNA Mexico, remarked, "This year, Obra Blanca is divided into three cycles to optimize attendees' experience and address the sector's current needs. Architecture is more than creating physical structures; it shapes experiences that impact our daily lives. Lighting, sustainability, and innovation not only build spaces but also inspire emotions, connect with the environment, and promote a sustainable future."

Attendees of Obra Blanca's next edition will have the opportunity to exchange knowledge, engage in dialogue, and explore various trends in the following three cycles:

1. **Habitable Space Cycle, Tuesday, October 15th:** Includes the Second National Housing Forum, in partnership with the Federation of Architects' Associations of Mexico (FCARM), National Chamber of the Housing Development and Promotion Industry (CANADEVI) Valle de México, and the Mejor Ciudad Association; The AMIC Forum, in partnership with the Mexican Association of Corporate Interior

Design (AMIC); the conference "The Business of Architecture" in partnership with Architecture Insiders - Nuevo León Architects' Association (CANL).

2. **Sustainability and Innovation Cycle, Wednesday, October 16th:** Highlights the Sustainability Forum, in collaboration with SUMe, Sustainability for Mexico; the XXVII Pan American Congress of Architects, "Architecture within Limits," in partnership with FCARM and the Pan American Federation of Architects' Associations (FPAA); and finally, the "Study on Expectations of the Construction Industry in Mexico 2024" in partnership with BIMSA.
3. **Lighting Cycle, Thursday, October 17th:** Presents the Lighting Forum, in partnership with Illuminet and the Illuminating Engineering Society (IES) Mexico.

Alongside these events, Obra Blanca features two connection spaces. One hosts technical talks and roundtable discussions with innovative industry brands. The other showcases presentations from the V Biennial of Architectural Lighting Design of Ibero-America (in partnership with Illuminet), the XVIII National Biennial of Mexican Architecture (with FCARM), and the XXII Biennial of Architecture of Nuevo León (with CANL).

At the Obra Blanca Space, attendees can join interviews with international speakers and participants from various forums. The Obra Blanca 2025 CMF Dynamics results, developed with 20 architecture and interior design firms from Guadalajara, Monterrey, and Mexico City, will also be on display.

Obra Blanca 2024 will take place from October 15th to 17th at Expo Santa Fe in Mexico City.

Download the [Official Photos](#).

About Obra Blanca:

Obra Blanca, established in 2019, is a premier event for finishes and design products in architecture. Created by the industry for the community, it aims to bring innovation closer and provide essential experiences for professionals in the finishes sector. This exhibition fosters connections and business meetings between architects, interior designers, and top national and international brands. Attendees can receive expert advice, expand their supplier portfolios, exchange ideas, and find inspiration in avant-garde products, services, and designs that add value to architectural projects.

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