



CASA
ROJA

“

Frida is now recognized as one of the most significant artists of the twentieth century, and certainly the most famous female artist in the world.

Hayden Herrera

”

Modern Mexican Immersive Fine Dining



Accompanied
by Discerning
Global Growth



The Plan



Is a bold and discerning restaurant inspired by the unapologetic, free-spirit & original essence of iconic Mexican artist Frida Kahlo. We engage in curated expansion and purposeful growth as stewards of the Kahlo family marque.

We combine modern Mexican cuisine with immersive, artful environments catering to an emergent force of luxury-seeking guests. *No culinary brand has proclaimed an elevated global presence for distinctive and immersive modern Mexican cuisine. None are supported by an icon synonymous with Mexico. Until now.*

Concept: We are culturally rich, art-inspired, lifestyle forward, modern Mexican destination dining.

Market: *Our guests are sophisticated, affluent, culturally savvy diners and high net worth individuals seeking authentic experiences and bespoke content.*

Locations: Major hubs - of economic activity and cultural influence - where the flow of people, capital and ideas intersect.

Investor Offer: *A \$35M debt and equity participation, offering 25% equity by investing globally in five of our flagship locations - CDMX, Tokyo, Seoul, Sydney, UAE, Miami, Singapore and Riyadh.*

Or investment in select locations, with a minimum allocation of \$7M per location. UAE, Tokyo and CDMX are the first three locations planned.

At A Glance



ARTISAN
INSPIRED

CULINARY
EPICENTERS

CULTURAL
TOUCHSTONES

DESIGN DRIVEN

ELEVATED &
EXCLUSIVE

EXCEPTIONAL
STORYTELLING

FAIR PROFIT &
PROCUREMENT

PLAYFUL &
IMMERSIVE

Iconic Marquee

The inseparable Mexican traditions of art, culture and cuisine are the canvas for our modern, global destination restaurant.

At its heart, Casa Kahlo is an homage to the enduring legacy of legendary artist Frida Kahlo from the people who know her story intimately - her direct descendants, the Familia Kahlo. La Familia has opened up their archives and given us access to a treasure trove of heirlooms from handwritten favorite recipes of Frida's to hand woven Oaxaca vests from which we draw inspiration for our furnishings and fixtures.

The result is a unique dining experience reflecting the past, present and future of the Kahlo name, with Frida's living heirs ensuring that her legacy and essence endure.

Beloved, UNESCO-listed Mexican artist and icon, Frida eclipsed her partnership with Diego Rivera and most recently broke all records for a LATAM artist with the \$34 million sale of her painting 'Diego y Yo' thru Sotheby's.

Her deeply personal and evocative self-portraits explore identity, love and resilience. Kahlo's artistic brilliance, combined with her fearless individuality, has made her an enduring and inspiring symbol of strength and resilience globally. People of all ages and cultures claim a piece of Frida. Supported by her loving family, she overcame immense challenges to create a body of work that is celebrated worldwide. To this day, Frida Kahlo social media sites have in excess of 8M followers globally.



Una Locura



- Direct relationship with Kahlo heirs and their archive
- *Museo Casa Kahlo (CDMX) precedes restaurant opening.*
- *The Fundacion Kahlo recognizes and collaborates with us.*
- Pop-ups and salons globally drive early storytelling and precede restaurant openings as a considered narrative
- *Global design mavens on board to create design forward interiors. Pentagram provides visual identity system*
- Strong creative & business teams with longstanding destination dining and luxury hospitality backgrounds
- *Frida Kahlo's personal unseen archive provides culinary and concept store inspiration*
Significant social media linked to Frida Kahlo official (8M subscriber)
- *Kahlo fans are high profile lifestyle, cultural and pop-culture influencers are high profile(eg Coldplay, Dua Lipa, Katie Perry, Patti Smith, Kiki Smith, Yayoi Kusama, Anna Wintour etc)*
- Casa Kahlo Cookbook featuring Frida's favorite recipes commissioned by Rizzoli to be released in conjunction with restaurant brand.



Opportunity

We are pre-eminent and intersect with two explosive global trends: luxury experiential dining and authentic cultural immersion.

Experiential dining is out-pacing traditional dining by 30 % Year On Year

Mexican cuisine is the 4th most popular in the world and yet to be fully comprehended at the fine dining and sophisticated cultural.

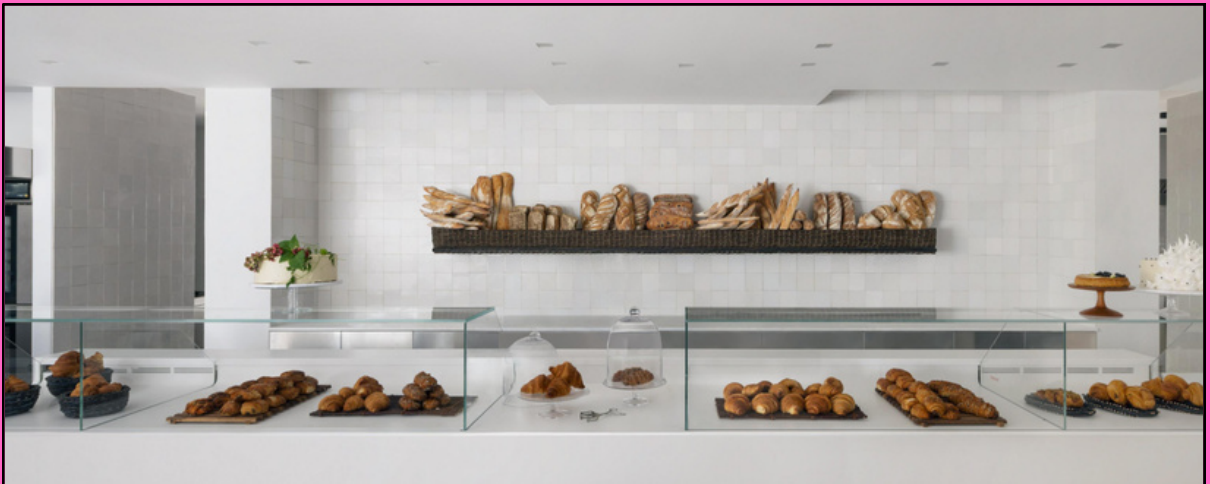
Frida Kahlo is an immersive icon with 92 % global recognition. She is the world's most famous female artist. We have full access to her direct family and her personal archive including recipes.

All of our restaurant feature private clubs and mezcalerias.

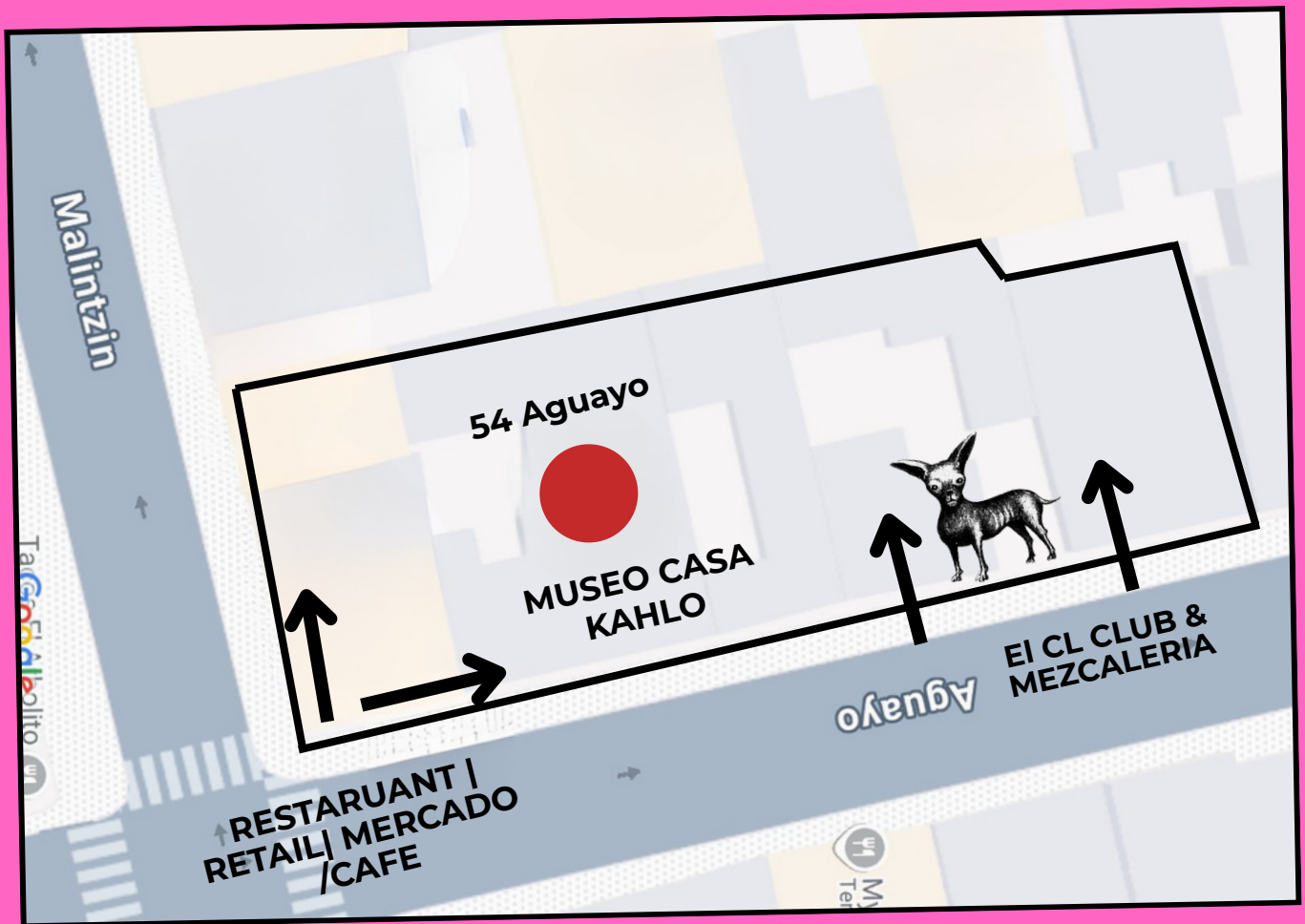
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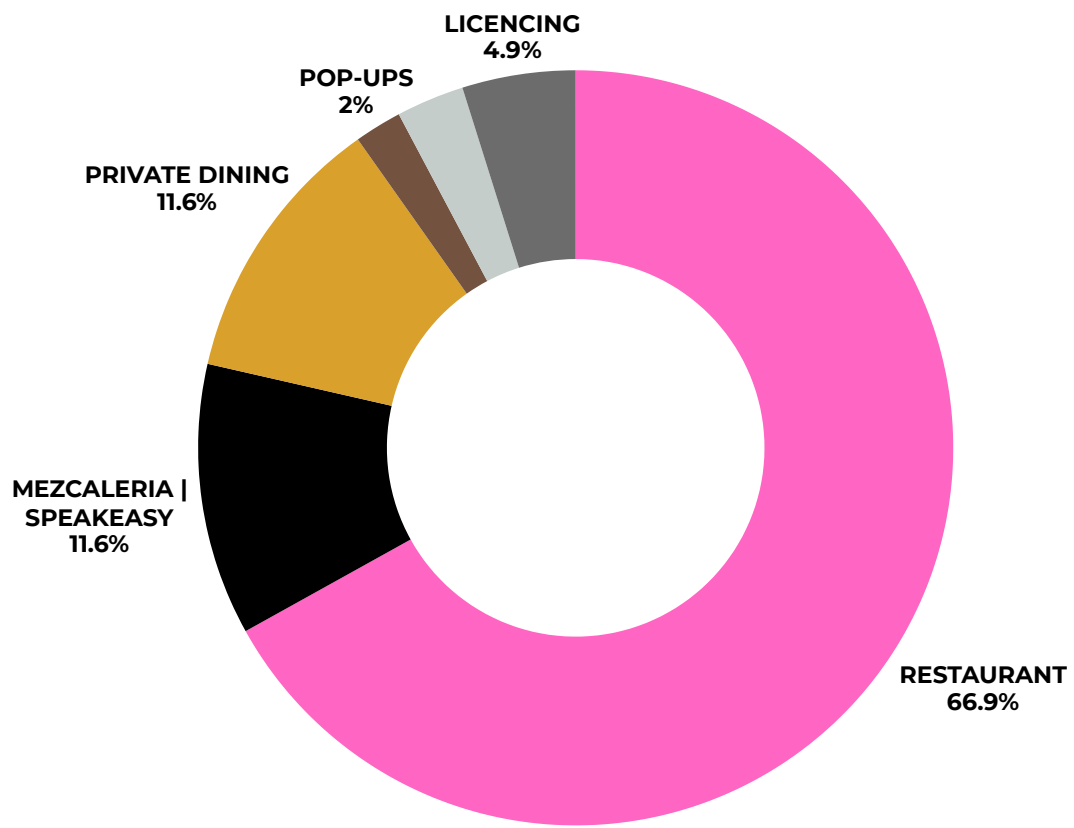
Flagship CDMX



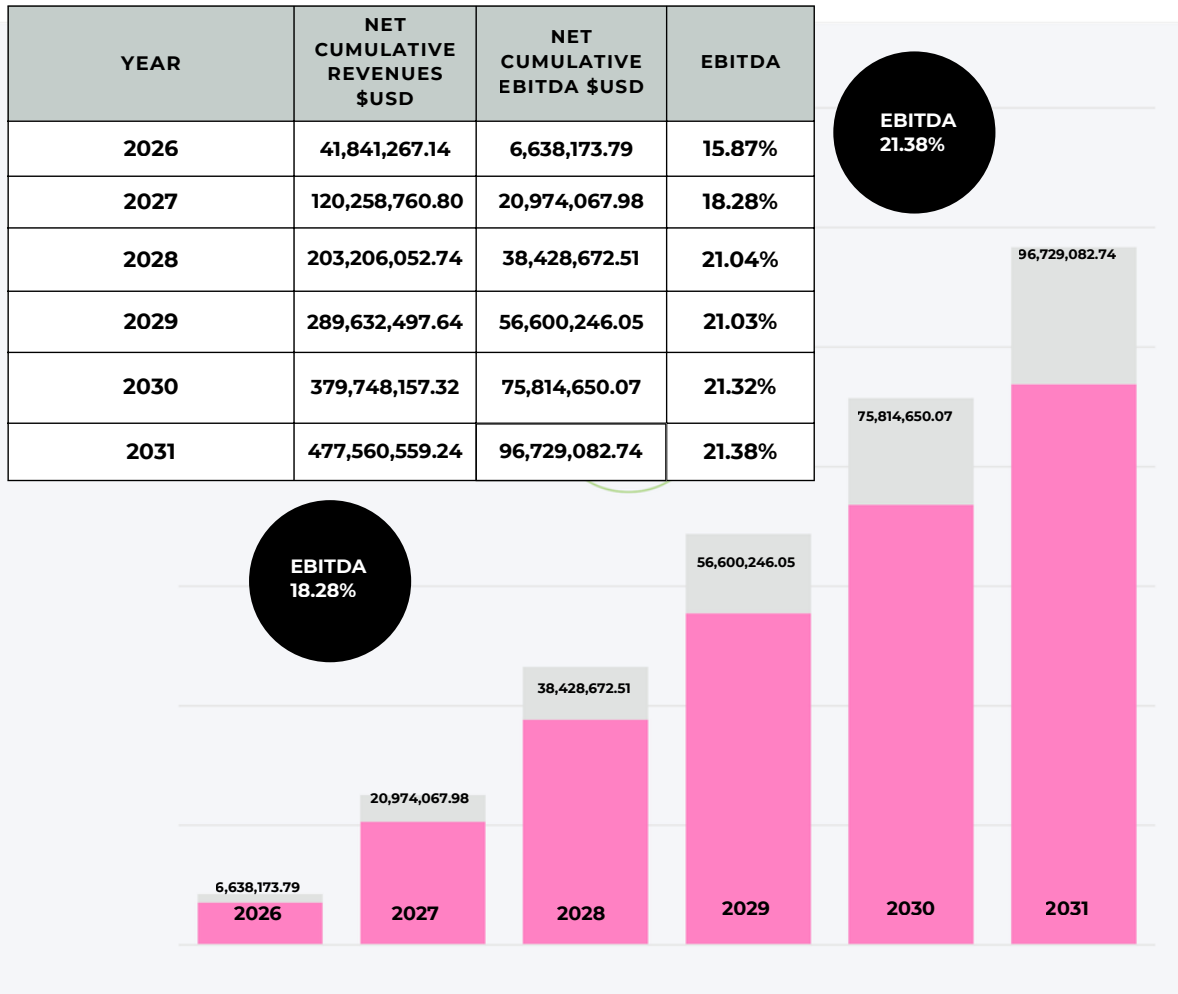
Site Map of our CDMX Location



Revenue Streams



Projections



Atelier Kahlo

- Museum Objet
- Table clothes, napkins, runners, placemats
- Embroidered, and Handwoven goods
- Dishwear & glasses
- Decorative ceramics
- Candlesticks & Candles, Matches
- Mexcal
- Tequila
- Barware
- Mexican Wine
- Mexican coffee
- Ceremonial chocolate
- Kahlo Books
- Aprons & Cookware
- Yucatan honey
- Restaurant Salsas





Culture Eats
Strategy for
Breakfast.

*Peter
Drucker*



LAUNCH: You are introduced to  through a series of prominent pop-ups at arts events such as Art Basel and Frieze and luxury sporting events such as F1 and showjumping. On-ground openings include exclusive invite-only previews for media and tastemakers, followed by magical gatherings that combine performance, projection mapping, and signature tasting menus.

A. PR focuses on luxury lifestyle, design, and travel media (eg Monocle, Condé Nast Traveller, Tatler, Wallpaper, Deneen etc) identifying immersive design, culinary and artisanal stories. The Louvre is supported by the preceding launches of Fundación Kahlo, the museo Casa Kahlo (Casa Roja), the Kahlo Art Prize, Rizzoli publication- 'Casa Kahlo' ; an ICO launched at the F1 in Mexico City; A 'Tiny Desk' style series called 'The Red Desk' featuring musical evenings at the Museo in conjunction with Youtube and Pop-up dinners hosted by Casa Kahlo; Salons and Artist Residences in sister museums and cultural centers globally.

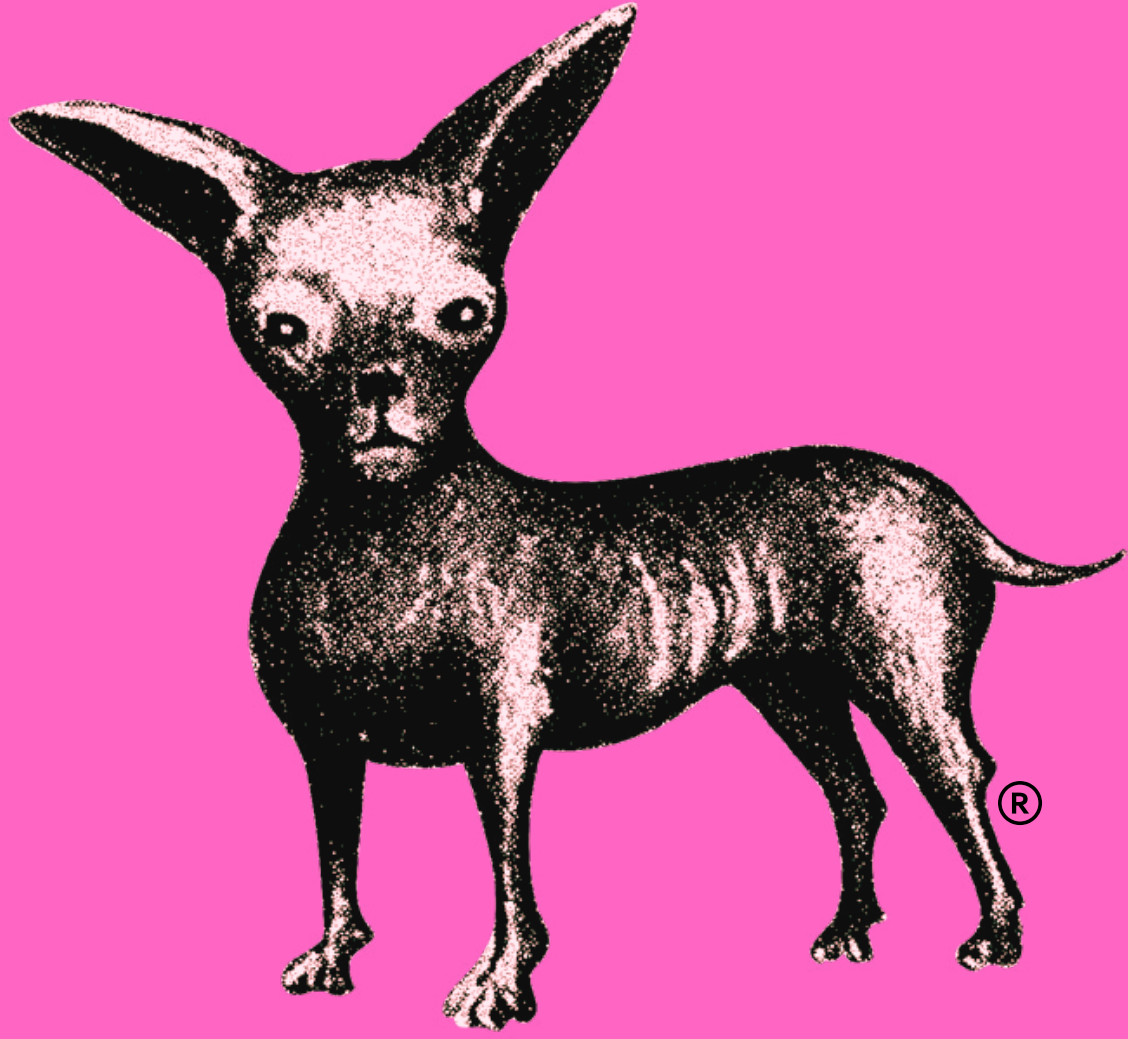
B. INFLUENCERS in the universe of Frida Kahlo include Selena Gomez, Bjork, Madonna, Coldplay, Dua Lipa, Becky G, Arianna Davis, Ibeyi, Ron Howard, Julie Taylor, Yayoi Kusama, Guillermo de Toro and Pedro Almodovar. Engaging these luminaries to post content and hosting dinner collaborations provides 'visual-first' creator content in food/fashion/design.

C. SOCIAL Content leans into stylized, bold visuals and 'poetic narratives', with Instagram as our creative gallery. Experiential features link to the Kahlo family archive and access to the Museo & Fundación Kahlo as cultural touchstones.

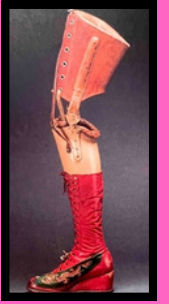
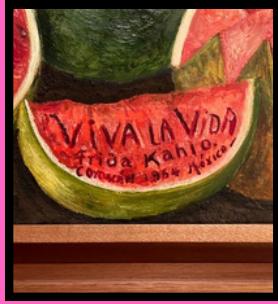
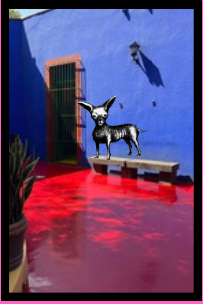
D. PARTNERSHIPS with storied artists, and Mexican couture houses and important brands - aligned marques and arts and culture focused programming.

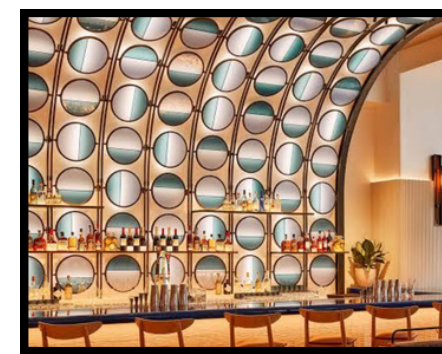
E. DIGITAL story-driven themes focus on #considerthesource. The luxury sector wants breathtaking experiences, connection to local, handmade and hand-harvested sourcing and ancient lineage. Our focus will be to communicate this through all media. A bi-annual magazine is planned to communicate these values and share arts and culture content.





Power of Frida's Red





The Food

Core Tenets

- Live Fire
- Open Kitchen
- Smoke & Spices
- Vibrant Colors
- Flavor-forward
- Handcrafted
- Time-honored Methods
- Honoring seed & farmers
- Considered sourcing





“

“I’m very excited about the possibilities for Mexican cuisine, and I think we should pay more attention to it, learn more about it, and value it.”

Anthony Bourdain

”



El Club - arte y social



Art, culture, and dialogue have the power to transform society.

El Club is a curated members-only cultural hub in Coyoacán, CDMX, adjacent to the Museo Casa Kahlo.

Inspired by the radical spirit, joie de vivre and familial legacy of Frida Kahlo, El Club is designed to serve as a home for artists, collectors, and creative entrepreneurs from Mexico and around the world.

Blending luxury hospitality, cultural programming, art salons, and Mexican heritage its a space for connection, reflection, and creative exchange.

Freedom of expression, cultural preservation, rebellion and truth telling are welcome here.

It is the first arts & social club in the world to be built adjacent to an internationally revered artist's legacy museum.

El Club is a cultural sanctuary, stewarded by the Kahlo family and powered by partnerships.



Latin America has no luxury arts and cultural club that rivals Soho House, The Arts Club, or Chiltern Firehouse. Mexico City is currently experiencing:

- A creative and culinary boom
- A growing influx of global talent
- High demand for meaningful membership-based experiences

We fill this gap with a globally respected brand and a culturally authentic voice. Each of our restaurants will feature a private club and mezcaleria.

The Mezcaleria

A new wave of Mezcaleria. We mix the clean spirit of the agave distillations with frequencies, elixirs, plants, essentials oils, tinctures and colloids.

We offer people who prefer zero proof concoctions with a level playing field.

The bar is fueled by a global sound current of the gypsies. The story is unique. The mixing is endless.

Music



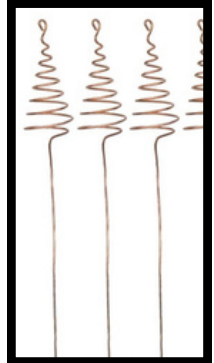
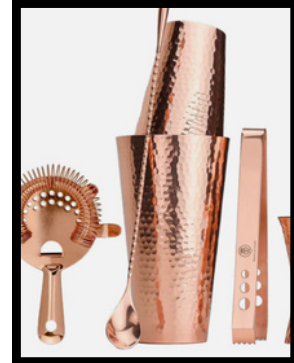
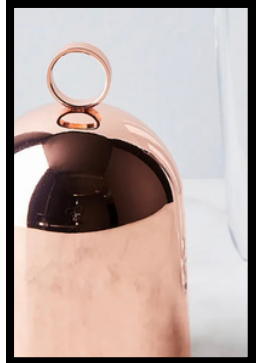
Gipsy music royalty activate the mezcaleria with vibrancy and joy. Ancient and deep roots with a distinct modern soundcurrent. Authentic gipsy musicians, dancers, artists and DJs. House of the Gipsies is next-gen of the legendary Gipsy Kings, and part of the famous band's current lineups. Gipsy Kings have sold 80 million albums world wide and were the original Latin superstars. Their music is beloved globally across generations.



Libations & Alchemy

Core Tenets

- Botannicals
- Zero-proof
- Mexcal & Tequila
- Homegrown
- Spices & Color
- Agave-based
- Collodials
- Elixirs
- Interactive



The Market



Mezcal and its big brother, tequila, are the world's fastest-growing spirits. The mezcal market has *reached* **11 million liters** in 2024, valued at **\$6.7billion**. It is growing at the rate of **11% per annum**, predicted to reach **18 million liters** by 2028. Zero proof spirits are predicted to reach a valuation of **\$550million** by the end of 2030. Explosive growth of has seen a **90%** increase in global sales.



Games



THE BLUE



SUSTAINABLE LUXURY, BCS

Sitting atop an ancient volcanic site , as the road weaves its way to Cabo Plumo. The Blue overlooks the UNESCO world heritage waters of the Sea of Cortez. It's easy to understand why Jacques Cousteau called this sea the aquarium of the world. Conceived by Italian architect Stefano Frontani who built The White Lodge BCS, we are expanding his vision to allow more people to enjoy the ultra luxury lifestyle of a lodge , villas and wellness space, built inside nature's harmonic.



THE BARRIGAN



PACIFIC ARCHITECTURAL LEGACY

Set within the extraordinary coastal landscape of Majagua, Casa Roja safeguards a rare architectural jewel: the remains of a private house conceived in 1951 by Luis Barragán for his own use. This is the only known coastal structure ever designed by Barragán—an architect whose work defines modern Mexican architecture and whose vision transformed space into emotion. Drawn by the land's "integral natural beauty," Barragán positioned the house with exacting restraint, at a deliberate distance from the sea, allowing the sound of water to permeate the experience while preserving the land's untouched power. Though never rebuilt after a fire, the structure endures as a monument—its walls, proportions, and siting still bearing the unmistakable language of a master. For Casa Roja and the Kahlo family dynasty, this site represents not merely a property, but a once-in-a-generation convergence of land, legacy, and architectural authorship—an inheritance of cultural significance as rare as it is irreplaceable.



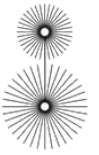
THE XOLO



MODERN DISTILLERY, OAXACA

In the heartland of Mezcal, with 30 acres in Santiago Matalan, our hotel is built around a working artisanal Mezcal Palenque / distillery. Featuring bespoke mezcals and a direct connection to the multi-generational Mezcaleria, The Xolo, is an exceptional space for rejuvenation and slow food. Oaxaca reveals its secrets to guests as they spend time on the sacred lands of the agave plant - with its 10,000 year history of Mezcal making.





SELECT CONSERVATION | NATURAL LUXURY
LOCATIONS THROUGHOUT THE WORLD

HOTEL PARTNERS —————



MEZCALERIA

A unique music and mezcal ultra-chic speak easy from the children of the Gipsy Kings. Behind hidden doors, a world of high vibration libations, frequency infused mezcal, and alchemical colloids in zero proof or spirits that are carefully curated and enjoyed. Tapas style delicacies and games. Bring your guitar. You have entered the land of the Gipsies. This is a place where joining in is more than a request, it's an adventure.

RECORDING STUDIO BY REDONE

The 21st century's most successful music producer, Nadir Khayat, also known as RedOne, has 80 No.1 hits and counting. He has worked with everyone from Shakira and Lady Gaga to Mark Anthony and Jungkook and brings his magic to Mexico with exclusive studios at select hotels. Based on an agreement to complete a number of sessions at the studios each year, he also holds masterclasses and production intensives.

IN-ROOM LUXURY

Rooms benefit from crystal gridding, EES Technology, personal Rife ZAPKIT frequency machines and THERABODY compression boots. An holistic mini-bar offers vortexed water, local raw honey and pure oxygen, high frequency elixirs and local remedies to ease the path out of jet lag, insomnia and any ailment. A curated sound current and holistic lighting master plan contributes to exceptional wellbeing. Sacred geometry ensures harmonics with the human body and energy field. Our Copper and crystal baths are de rigueur.

CASA ROJA - CASUAL FINE DINING

Innovative restaurateur Bradley Michael brings his sense and sensibility for immersive fine dining to the Kahlo restaurant brand as we develop restaurants inside our hotels (and as standalone spaces). Utilizing the exquisite, ancient culinary traditions of Mexico, leads us to an exciting and sophisticated New Mexican dining experience.

[See more here](#)

THE FARMS



Farm to table is not a trend in Mexico. It's a lifestyle. With a 10,000 year connection to the earth, the food cultura remains strong. The bounty of Mexico is translated into vibrant food and restaurants expressing love through their creations. The highest expression of luxury is knowing where your food comes from.

LOS MERCADOS



By the sea, in the desert, in the city. Our mercado relationship represents best practices in curating local and regional groceries, supplies and retail goods from the incredible artisans and ancient farming technologies and culinary traditions, that date back up 10,000 years. From biodynamic coffee and melipona honey to ceremonial chocolate and cacao butter; from salsa matches to secret moles, the Mercado offers guests the most ethically sourced and cared for collection of Mexican goods on the planet.

PRESERVATION



We celebrate the indigenous cultures that are the wisdom keepers of Mexico. Through ritual and artisan handcrafts we support the ongoing preservation of their traditions. In Cabo it's the Guaycura & Pericú. In Campeche it's the Maya Chene Indians pictured above. Mexico City was the seat of the Aztecs and in Oaxaca we find Mazatec, Chinantec, Zapotec and Chatinos. We support the work of Fundacion Kahlo, taking a particular interest in indigenous & Mexican single mothers in the Kahlo traditions of 'Las Ayudas', intentionally offering a pathway out of poverty through, as an example, training them for employment in our hotels.



THE MEXICAN LUXURY LANDSCAPE

Mexico has firmly established itself as a premier luxury travel destination, attracting affluent travelers seeking exclusive and personalized experiences. Several indicators highlight the country's prominence in the luxury tourism sector:

Luxury Goods Market Growth:

- The Mexican luxury goods market is projected to generate approximately USD 3.25 billion in revenue by 2025, with an anticipated annual growth rate of 2.30% from 2025 to 2029. This growth reflects the increasing demand for high-end products and services among both residents and visitors.

High-Net-Worth Individual (HNWI) Influence:

- The rise in Mexico's affluent population has contributed to the expansion of luxury tourism. For instance, between 2020 and 2021, the number of millionaires in Mexico increased by 2%, indicating a growing market for luxury experiences.

Luxury Travel Experiences:

- Mexico offers a diverse array of luxury travel experiences, including:
 - Exclusive Resorts: High-end resorts in destinations like Los Cabos, Riviera Maya, and Punta Mita cater to luxury travelers with world-class amenities and personalized services.
 - Cultural Immersion: Affluent travelers often seek authentic cultural experiences, such as private tours of UNESCO World Heritage sites, exclusive culinary events with renowned chefs, and bespoke art tours in cities like Mexico City and Oaxaca.
 - Wellness Retreats: The wellness travel sector is booming in Mexico, with luxury travelers seeking health-focused vacations that offer spa treatments, yoga retreats, and holistic wellness programs in serene environments.

Evolving Luxury Traveler Preferences:

- The profile of the luxury traveler is evolving, with a growing emphasis on experiential travel. Upscale travelers are increasingly seeking unique, authentic experiences that provide a deeper connection to local culture and environments. These insights underscore Mexico's significant role in the global luxury travel market, offering a blend of cultural richness, natural beauty, and exclusive experiences that appeal to high-net-worth individuals seeking premium travel opportunities.

MAGNIFICENT MEXICO

Mexico has been described as the 'union' of Native American, Chinese and European Cultures. Legends tell of the Itz arriving on its shores as direct descedents of Atlantis. It is considered one of the cradles of civilization.

Thiis magical country, with unlimited natural resources, holds 40 UNESCO World Heritage listings across cultural, natural, food and heritage sites.*

The Kahlos owns the trademarks across all categories to the name Casa Kahlo.

Because of the family's concern for preservation of Mexican arts and culture, in the footsteps of Frida Kahlo herself, they place tremendous importance on the style and quality of projects. Their priority is for projects to reflect the deep ecology inside of which Frida lived her life.

**<https://whc.unesco.org/en/statesparties/mx>*



COMPELLING STATISTICS AT-A-GLANCE

Mexico's tourism industry has demonstrated remarkable growth and resilience, solidifying its position as a premier global destination. It's is No.6 on the World Tourism Council's most visited countries.

International Tourist Arrivals and Revenue:

- **Tourist Numbers:** In 2024, Mexico welcomed approximately 45.04 million international tourists, marking a 7.4% increase compared to 2023. This achievement signifies the first time Mexico has surpassed pre-pandemic tourism levels since 2019.
- **Economic Impact:** The tourism sector contributed 8.6% to Mexico's national GDP in 2024, reflecting its significant role in the country's economy.

Cultural Attractions:

- **Museums in Mexico City:** Mexico City is renowned for its rich cultural heritage, boasting over 150 museums covering diverse topics such as art, history, anthropology, and even chocolate. This extensive collection positions the city among those with the highest number of museums globally.

Natural Attractions:

- **Biodiversity:** Mexico is one of the world's most biodiverse countries, hosting a vast array of ecosystems ranging from deserts to rainforests. This natural wealth attracts eco-tourists and nature enthusiasts seeking unique experiences.

Visitor Spending:

- **Average Expenditure:** During January to July 2024, the average spending of international tourists arriving by air was approximately \$1,184.90 USD, representing a 2.1% increase over the same period in 2023.
- **Total Revenue:** Foreign currency income from international visitors during January to July 2024 totaled \$20.3 billion USD, a 7.0% increase compared to the same period in 2023.

GLOBAL UHNWI TRAVEL OVERVIEW

Number of UHNWIs:

As of 2024, there were approximately 390,000 UHNWIs globally, with a collective wealth exceeding \$45 trillion USD.

UHNWIs in the Americas: The United States remains home to the highest concentration of UHNWIs, with Mexico and Brazil leading the luxury market in Latin America. Mexico had approximately 30,000 UHNWIs in 2024, contributing significantly to high-end domestic and international travel.

Spending Habits and Preferences

•Average Annual Travel Spend: UHNWIs typically spend between \$100,000 and \$500,000 per year on luxury travel, with some spending significantly more for bespoke experiences and private travel. Per Trip Expenditure: Average per-trip spending for UHNWIs can range from \$30,000 to \$100,000+, depending on the destination, duration, and exclusivity of the experience.

Top Luxury Travel Destinations for UHNWIs

Mexico's Position: Mexico remains a favored luxury destination, particularly for UHNWIs from the United States, Canada, and Europe. Locations include:

- Los Cabos: Preferred for its ultra-luxury resorts, golf courses, and private villas.
- Riviera Maya: Known for private beachfront estates and high-end wellness retreats.
- Mexico City: A cultural hub that appeals to UHNWIs seeking exclusive art, culinary, and historical experiences.
- Global Destinations: Other top destinations for UHNWIs include the Maldives, St. Barts, Switzerland, Dubai, and Monaco.

GLOBAL UHNWI TRAVEL OVERVIEW

Travel Trends and Preferences

Private Travel: Over 70% of UHNWIs prefer private jet travel for both convenience and privacy. The demand for private aviation increased by 23% in 2023 and is expected to continue growing.

Yachting and Cruises: Luxury yacht charters are in high demand, with many UHNWIs opting for exclusive sailing experiences in Mexico's coastal regions such as Baja California Sur and the Yucatán Peninsula.

Multi-Generational Travel: Approximately 60% of UHNWIs prefer to travel with their families, driving demand for private villas and large estates that can accommodate extended family groups.

Cultural and Experiential Travel: A growing trend among UHNWIs is a desire for immersive and culturally rich experiences which Mexico offers at a high level.

This includes:

- Private tours of UNESCO sites.
- Exclusive access to local artisans and culinary experts.
- Behind-the-scenes experiences in museums, art galleries, and archaeological sites.

Wellness and Longevity Travel

- **Wellness-Focused Experiences:** UHNWIs are increasingly drawn to luxury wellness retreats that offer personalized health optimization, detox programs, and spiritual enrichment.

- **Longevity and Biohacking:** Destinations that integrate longevity-focused medical tourism with luxury wellness programs are gaining traction, with UHNWIs seeking cutting-edge health advancements.

Sustainability and Philanthropy in Luxury Travel

- **Eco-Conscious Travel:** Over 50% of UHNWIs are expressing a growing preference for sustainable and eco-conscious travel options. High-end travelers are seeking experiences that combine luxury with a commitment to environmental preservation.

- **Philanthropic Tourism:** A rising trend is "impact travel," where UHNWIs engage in meaningful projects during their travels, such as supporting local communities or environmental initiatives.

Affluent Cultural Travelers:

Kahlo's story and artistry attract high-net-worth individuals (HNWIs) and ultra-high-net-worth individuals (UHNWIs) who are willing to spend on exclusive, personalized experiences tied to cultural icons.

- Premium Experiences: Exclusive private tours, behind-the-scenes access, and bespoke art experiences related to Frida Kahlo cater to luxury travelers seeking meaningful engagement with Mexico's rich artistic heritage.

Sustainability and Social Impact Connection

- Female Empowerment and Social Advocacy: Frida Kahlo's legacy as a feminist icon and champion of indigenous rights aligns with the growing trend of impact tourism among affluent travelers who seek to support social causes during their travels.

- Ethical and Sustainable Fashion: Many brands leveraging Frida Kahlo's influence align with ethical fashion practices that promote traditional Mexican craftsmanship, reflecting Kahlo's celebration of indigenous culture.

Frida Kahlo's Role in Experiential and Heritage Tourism

- Storytelling as a Tourism Asset: Frida Kahlo's life offers a narrative-driven tourism model where visitors engage deeply with her personal journey, artistic legacy, and historical significance.

- Interactive Tourism Experiences: New tourism offerings inspired by Kahlo include:

- Immersive art installations and digital exhibitions.

- Exclusive culinary experiences inspired by her love of Mexican cuisine.

- Wellness retreats incorporating elements of Frida's connection to nature and traditional healing.

Economic Impact and Brand Value

- Tourism Revenue: Casa Azul and related Kahlo experiences contribute millions of dollars annually to Mexico's tourism sector.

- Licensing and Merchandising: The Frida Kahlo brand generates over \$50 million annually through licensing agreements, making it one of the most commercially successful artist brands in the world.

- Multiplier Effect: Kahlo's influence extends beyond art, impacting fashion, film, and luxury goods, driving both direct and indirect tourism revenues.

Frida Kahlo as a National Symbol

- Cultural Diplomacy: Frida Kahlo serves as Mexico's cultural ambassador, representing the country's artistic brilliance and cultural depth on the global stage.

- Soft Power Influence: Through her enduring legacy, Kahlo strengthens Mexico's soft power, enhancing the nation's international image and appeal as a destination for culture, art, and history.

Future Growth Potential and Investment Opportunities

- Experiential Luxury Growth: As UHNWIs seek unique and personalized travel experiences, the demand for Frida Kahlo-inspired experiences is expected to grow.



*All projects are recognized by
Fundación Kahlo*

About the Dog



Frida Kahlo's favorite dog was a Xoloitzcuintli (or Xolo for short), the ancient, hairless Mexican breed that she deeply loved and often depicted in her paintings. While there is no direct quote from Frida specifically naming one favorite dog, Mr Xolotl. She kept several Xolos and referred to them affectionately as part of her "household of souls." In a letter, she once wrote, "They are the ancient guardians of the underworld, and they guard my heart."

The Xoloitzcuintli is one of the world's oldest dog breeds, dating back over 3,000 years and revered by the Aztecs as sacred guides to the afterlife. Their lack of hair, warm skin, and calm demeanor made them beloved companions in both ancient and modern Mexico, symbolizing healing, protection, and a deep connection to indigenous identity—elements Kahlo cherished and embraced in her life and art.



Recognized by

**FUNDACIÓN
KAHLO**

PARA EL ARTE Y LA
CULTURA MEXICANA

FUNDACIÓN CHAIRMAN



Leading the Kahlo Foundation for Mexican Art and Culture is one of Broadway's most colorful characters and heavyweight PR and events maven and producer, Rick Miramontez.

Rick is an aficionado of the arts with 40 years under his belt in the world of theater, media and photography, representing the best of the best - from Andrew Lloyd Weber to Julie Taymor.

As chairman of the foundation he ensures an aligned relationship between the philanthropy and for-profit activities. Rick is also compiling in a vibrant and heavyweight board.

Fundacion Launch Media



BY CHLOE SCHAMA
May 22, 2025

Photographed by Toni Frissell, Vogue, October 1937

In 1904, the Hungarian-German immigrant [Guillermo Kahlo](#) built a house in the Coyoacán neighborhood of Mexico City. There, he would raise his children and establish himself as a sought-after photographer, documenting the region's Colonial architecture. One of his daughters, Frida, would even help her father in the dark room, developing negatives, retouching photos, and arguably beginning her artistic education.

As an adult, Frida Kahlo would occupy the same house with her husband, Diego Rivera, transforming it into a gathering place for great personalities of the era: Leon Trotsky, Henry Moore, André Breton. The house has had a vibrant afterlife as well. In 1958, four years after Kahlo's death, it was converted into the now-beloved Museo Frida Kahlo (known to many as Casa Azul), which vies with the [National Museum of Anthropology](#) for the rank of most-visited museum in Mexico City.

Salma Hayek, paying tribute to one of Kahlo's most iconic paintings, 1939's *The Two Fridas*, for Vogue. Photographed by Annie Leibovitz, Vogue, December 2001

Last night, a new chapter in Kahlo's story was announced at the Park Avenue residence of Christine and Stephen Schwarzman: The public opening of a Museo Casa Kahlo, adjacent to the storied [Casa Azul](#), will take place on September 27. Already dubbed "Casa Roja," the building where the new museum will be housed was originally owned by Frida Kahlo's parents; she later purchased it from them as a home for her sister Christina and Christina's family.

BY CHLOE SCHAMA

May 22, 2025

"Cristina was by her side through so much," says Frida Hentschel Romeo, Kahlo's great-grand-niece, "traveling with her to New York for her first major exhibition, supporting her through surgeries and recovery."

Kahlo's closest living descendants—Mara Romeo Kahlo (Christina's granddaughter and Kahlo's grand-niece), her daughter Mara Deanda Kahlo (Kahlo's great-grand-niece), and Hentschel Romeo—came to New York to publicize the new institution. "For the first time, the voice of the family will be at the heart of how Frida's story is told," says Hentschel Romeo.

"This museum isn't just about her work—it's about her world. It's about how the people closest to her shaped who she became. And it's also about the living family—those of us who carry her legacy forward."

Frida Hentschel, Mara Romeo Kahlo, and Mara De Anda Romeo
Photo: Julieta CervantesThe exterior of the Museo Casa Kahlo, also referred to as La Casa Roja for its red hue.
Photo: Courtesy of The Museo Casa Kahlo

The setting for the announcement had particular resonance, as the Schwarzmans' home once belonged to John D. Rockefeller Jr. and his family, who hosted Frida Kahlo and Diego Rivera many times. The Rockefellers were early and [great patrons](#) of both Mexican artists—look no further than Rivera's [mural for Rockefeller Center](#) for one example of their collaboration—but also great friends: Kahlo and Rockefeller's wife, Abby Aldrich Rockefeller, were particularly close.

The aim of the new museum, according to its organizers, is to further the understanding of Kahlo's early evolution as artist, with an emphasis on the relationships that were formative for her. It will also host rotating shows of contemporary work, with an emphasis on local artists.

"This is a dream long held by our family," said Mara Romeo Kahlo. "Frida's legacy belongs to the world, but it begins here—on this land, in these homes, and in the culture that shaped her. Museo Casa Kahlo will allow us to tell new stories, share family secrets, host new voices, and build a future that honors her spirit."



eo Casa Kahlo. “Todo el mundo conoce a Frida la artista”, dijo la sobrina nieta de Frida Kahlo, Kahlo, en una entrevista el miércoles, pero no “al ser humano, a mi tía”. vía Museo Casa Kahlo



Por Robin Pogrebin

22 de mayo de 2025

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Un nuevo museo dedicado a la vida y obra de la artista Frida Kahlo, el Museo Casa Kahlo, abrirá sus puertas este otoño en Coyoacán, Ciudad de México, anunciaron el jueves miembros de la familia Kahlo.

El museo, diseñado en parte por Rockwell Group, se ubicará en Casa Roja, una residencia privada adquirida por los padres de Frida Kahlo y heredada a Frida y sus hermanas. Fue Mara Romeo Kahlo, sobrina nieta de la artista y su heredera y familiar viva más cercana, quien al final la cedió al museo.

“Todo el mundo conoce a Frida la artista”, dijo Romeo en una entrevista el miércoles, pero no “al ser humano, a mi tía. La familia era muy importante para Frida porque era su apoyo”.

La Casa Roja se convirtió en el hogar de la hermana de Frida, Cristina, quien a su vez se la dejó a su hija Isolda, quien a su vez se la heredó a su hija Mara Romeo. Estará junto a la famosa Casa Azul, la casa familiar construida por el padre de Kahlo, Guillermo, que forma parte del Museo Frida Kahlo y está gestionada por un fideicomiso —Fideicomiso de los Museos Diego Rivera y Frida Kahlo— administrado por el Banco de México.

Mientras que la Casa Azul cuenta la historia de su vida con su esposo, Diego Rivera, el nuevo museo se centrará en la historia del origen de Kahlo, empezando por su padre y su carrera fotográfica, que ayudó a posicionar a Kahlo en su camino artístico.

Adán García Fajardo, quien actualmente es director académico del [Museo Memoria y Tolerancia](#) de Ciudad de México, será el director del museo.

La creación del Museo Casa Kahlo es posible en parte gracias a una organización sin fines de lucro de reciente formación y con sede en Nueva York, la Fundación Kahlo, establecida por la familia Kahlo para preservar el legado de la artista y promover el arte y la cultura mexicanos, indígenas y latinoamericanos.

La Fundación supervisará el desarrollo, la apertura y la administración del museo, así como los programas sobre el legado artístico y los valores de Kahlo. Presidida por Rick Miramontez, veterano de las relaciones públicas de Nueva York conocido por representar espectáculos de Broadway, la fundación tiene previsto crear el Premio de Arte Kahlo, un galardón bienal que reconocerá a artistas contemporáneos visionarios, y Las Ayudas, un programa

Mexico City to Welcome a New Frida Kahlo Museum

The future museum, adjacent to the famed Casa Azul, will be in a private residence acquired by Kahlo's parents.

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The future Museo Casa Kahlo. "Everyone knows Frida the artist," Frida Kahlo's grandniece, Mara Romeo Kahlo, said in an interview on Wednesday, but not "the human being, my aunt." via Museo Casa Kahlo



By **Robin Pogrebin**

May 22, 2025
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A new museum dedicated to the artist Frida Kahlo's life and work, Museo Casa Kahlo, will open this fall in Coyoacán, Mexico City, members of the Kahlo family announced on Thursday.

The museum, designed in part by Rockwell Group, will be located at Casa Roja, a private residence purchased by Frida Kahlo's parents and handed down to Frida and her sisters. It was ultimately given to the museum by Mara Romeo Kahlo, the artist's grandniece, her closest living relative and heir.

"Everyone knows Frida the artist," Romeo said in an interview on Wednesday, but not "the human being, my aunt. The family was very important for Frida because it was her support."

Casa Roja became the home of Frida's sister Christina, who then handed it down to her daughter Isolda, who then handed it down to her daughter Mara Romeo. It will be adjacent to the famed Casa Azul, the family home built by Kahlo's father, Guillermo, that is part of Museo Frida Kahlo and managed by a trust — Fideicomiso de los Museos Diego Rivera y Frida Kahlo — administered by the central bank of Mexico.

While Casa Azul tells the story of her life with her husband, Diego Rivera, the new museum will focus on Kahlo's origin story, starting with her father and his photography career, which helped set Kahlo on her artistic path.

Adán García Fajardo, who is currently the academic director at the [Museum of Memory and Tolerance](#) in Mexico City, will be director of the museum.

The creation of Museo Casa Kahlo is made possible in part by a newly formed nonprofit organization based in New York City, Fundación Kahlo, that was established by the Kahlo family to preserve the artist's legacy and promote Mexican, Indigenous, and Latin American art and culture.

The Foundation will oversee the development, opening, and stewardship of the museum, as well as programs on Kahlo's artistic legacy and values. Chaired by Rick Miramontez, the New York public relations veteran known for representing Broadway shows, the foundation plans on establishing the Kahlo Art Prize, a biennial award recognizing visionary contemporary artists, and Las Ayudas, a grant program.

"I'm Mexican American, so there is that big connection," Miramontez said in a phone interview. "When I met the family and heard their goals, I thought it was a once-in-a-lifetime opportunity to be of service."

Robin Pogrebin, who has been a reporter for The Times for nearly 30 years, covers arts and culture.

The New York Times

May 23, 2025

Mexico City to Welcome a New Frida Kahlo Museum

The space, adjacent to the famed Casa Azul, had been a private residence that belonged to the artist's parents.



Museo Casa Kahlo, opening this fall, plans to focus on Kahlo's origin story.

By **ROBIN POGREBIN**

A new museum dedicated to the artist Frida Kahlo's life and work, Museo Casa Kahlo, will open this fall in Coyoacán, Mexico City, members of the Kahlo family announced on Thursday.

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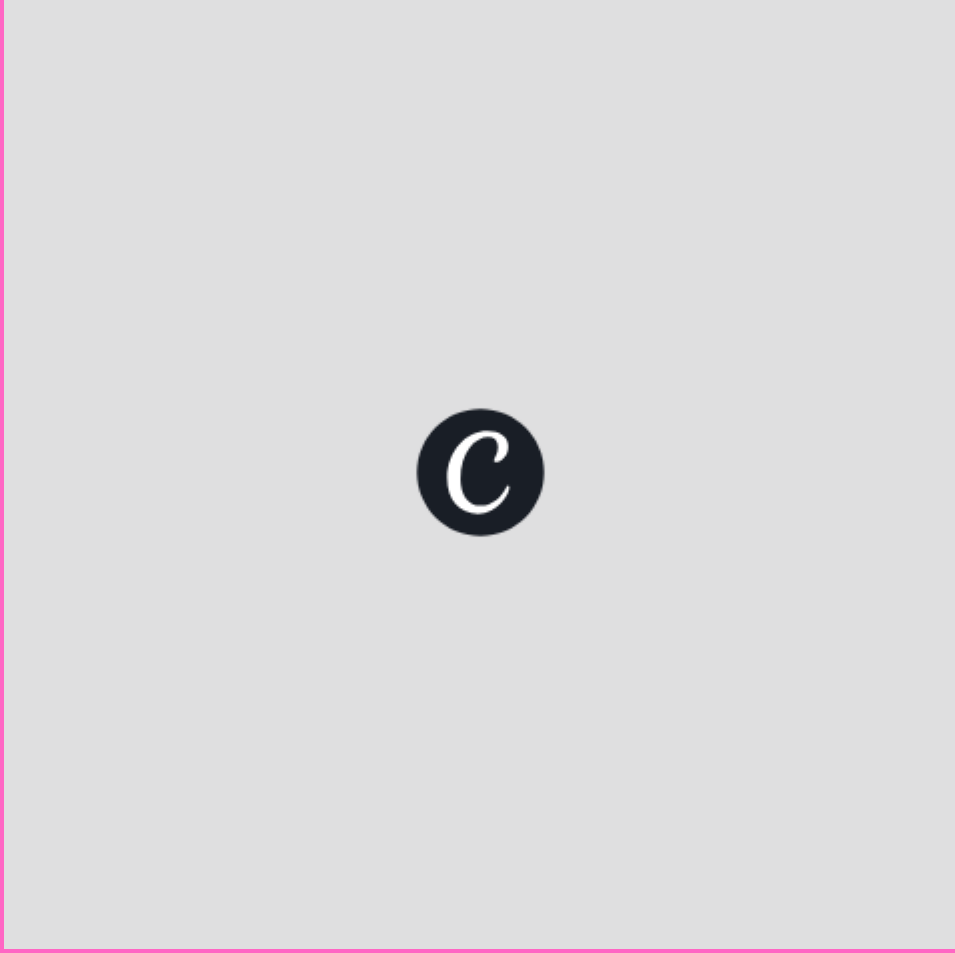
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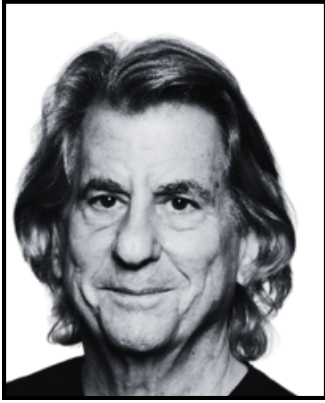
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Casa Roja Museo Launch





ARCHITECTURAL PARTNER:
DAVID ROCKWELL

Raised in Guadalajara, Mexico, its spirit its imprint on his soul. This acclaimed architect & designer, and founder of the Rockwell Group, a New York-based design firm, knows how to blend storytelling, innovation and theatre. He is responsible for the defining authenticity of the Museo Casa Roja (Kahlo) . David Rockwell's work spans hospitality, entertainment, culture, and set design, characterized by immersive and theatrical environments. Notable Projects include: Nobu Restaurants globally, TAO Downtown, Union Square Café & Din Tai Fung, Times Square.



DESIGN PARTNER:
ABBOTT MILLER - PENTAGRAM

Our designer partner is Pentagram. Leading the design team is Abbott Miller, a Mexicanphilo who most recently completed Tadao Ando's new arts center for the Universidad de Monterrey. - the Centro Roberto Garza Sada.

He is a multi-published author of books on design, including a survey of his design work Abbott Miller: Design and Content: published by Princeton Architectural Press. Abbott is a member of the Type Directors Club. His curation work was showcased at The Kennedy Center's 'Art and Ideals' in 2022.



CREATIVE IMMERSION CURATOR :
ILEEN GALLAGHER

Ileen Sheppard Gallagher, is a pre-eminent exhibition producer, curator, project manager and the creative director of Kahlo. From The Rolling Stones and Basquiat: King Pleasure to the Rock and Roll Hall of Fame , Ileen creates immersive experiences of unparalleled scale, duende and sensibility. Her magical approach finds its expression in the intimate dinners, unplugged music events and celebrations globally to she helms on behalf of Familia Kahlo and as the curator of the Casa Roja projects



CONSULTING RESTAURANTEUR:
DOMINIQUE CRENN

Chef Crenn opened Atelier Crenn in 2011 as an homage to her father and an ode to "poetic culinaria." In 2018, she became the first female chef in North America to receive three Michelin Stars. She is widely recognized for promoting sustainability and equality in the restaurant industry. In 2020, Atelier Crenn became the first restaurant in the United States to be certified plastic-free, and was subsequently granted a Michelin Green Star for sustainability. She has been named The Best Female Chef in the World and a Global Icon by The World's 50 Best Restaurants, and one of the 100 Most Influential People in the World by Time.





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° 1st female chef in North America to be awarded 3 Michelin Stars	° The World's Best Female Chef	° 100 Most Influential People in the World	° #10, Most Powerful People in American Fine Dining
° Atelier Crenn, 3 stars	° Icon Award		
° Bar Crenn, 1 star			



ANTONIO
PELLIZZATO

Italian-born, Swiss-based Antonio is an experienced financier, asset manager and commodities and crypto trader with a strong vision for the democratization and advancement of financial knowledge and competence for his HNW clients globally. Antonio has an extensive background in both banking and trading. He offers bespoke services and advises clients on developing and sustaining autonomy over their assets.



HEDDA
MOYE
LEONARDI

Mexico City based, Australia and German national, Hedda has consulted to the luxury sector and its visionaries for over 30 years. Global strategist to the Frida Kahlo Family Office and the founding architect of Fundacion Kahlo, Hedda is an art history lover, executive producer, literary consultant, a futurist and a consummate deal maker. A visit to the Uffizi Gallery in Florence to see Botticelli's Birth of Venus, confirmed to Hedda that art is one of humanity's greatest immortals.



MARC
LE CHAT

Los Angeles and Capetown resident Marc has lived breathed the arts and entertainment space for the past 30 years. Globetrotting and influential across four continents, Marc also owns a global marketing group, CSA, whose clients include Diageo, La Liga, F1 and Fittipaldi. He helms our hospitality sector and marketing.



LIRAN MEZAN

Moroccan, Israeli born Liran is instrumental in developing brands of varying dining styles ranging from 3-star Michélin to fast casual quick service establishments. Providing and developing individualized templates for restaurants and hospitality brands is one of his specialties. Liran has honed pop-ups into a fine art and created agile formats for short term residencies where chefs-in-residence are able to temporarily re-design spaces. He is fastidious in ensuring healthy bottom line through the many facets of business, including contracting, accounting. He heads operations.



Contact

HEDDA MOYE
LEONARDI
+1 310 567 9132



