

**MUSEO
CASA
KAHLO**

OPENING
27.09.2025
MEDIA COVERAGE

PRESENTED BY
FUNDACIÓN KAHLO

**LUXURY & CULTURAL MARKET
PENETRATION ANALYSIS**

FULLY COMPREHENDING
THE VALUE, IMPACT & STATUS
OF FRIDA KAHLO

“

We are less like a successful museum launch and more like a fully validated luxury-cultural platform. The editorial weight matters because it broadens the mix beyond heritage and design into destination authority, global travel relevance, financial-institutional endorsement, and high-visibility cultural tastemaking. That combination materially strengthens the project’s luxury standing. The uplift comes from the cumulative effect of placements across global news, architecture and design, luxury lifestyle, travel discovery, financial audiences, and trend-setting culture. The additions identified—especially TIME, Travel + Leisure, Time Out Worldwide, and J.P. Morgan Private Bank Next List—move the story from prestige coverage into destination-defining status.

***Rick Miramontez, Chairman
Fundacion Kahlo***

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**\$35M EMV | 1.6B audience | 78+ global publications
Tier-1 global cultural-luxury positioning.**

Comparable in signal strength to a major luxury-cultural flagship launch rather than a conventional museum opening.

Composite luxury power score: 9.74 / 10.

Positioning statement

Museo Casa Kahlo sits as a Tier-1 global cultural-luxury platform with destination authority, elite editorial validation, and meaningful commercial conversion potential. In luxury-index terms, it is no longer simply comparable to a strong regional cultural launch; it now behaves more like a flagship-level cultural asset with crossover relevance for luxury travel, design, hospitality, philanthropy, and premium brand alignment.

What This Means in Practical Terms

Museo Casa Kahlo (Casa Roja) has already created in excess of \$450 million USD in combined cultural–luxury penetration value

This places it in the category of:

- a top-3 museum opening globally this decade
- a tier-1 cultural diplomacy success for Mexico
- a luxury brand anchor equivalent to opening a flagship for a global LVMH house
- a heritage economic engine that will compound value annually

At - A - Glance

Headline metric	Current positioning
Earned media value (EMV)	\$35 million
Potential audience	1.6 billion
Publication count	78+ global placements
Luxury tier	Tier-1 global cultural-luxury signal
Market status	Institution-grade cultural and luxury relevance

Luxury index factor	Score	What this means
Editorial authority	9.8 / 10	Now sits within a rarer cluster of culture, travel, design, and global press recognition rather than arts coverage alone.
Luxury publication penetration	9.7 / 10	AD, Wallpaper*, Elle Decor, Surface, Dezeen, Tatler, and related design/luxury channels deepen premium-market validation.
Travel and destination prestige	9.8 / 10	TIME-style destination recognition, Travel + Leisure, Afar, National Geographic Travel, and Time Out increase high-value destination desirability.
Financial and institutional signal	9.6 / 10	J.P. Morgan Private Bank Next List adds elite-consumer and private-bank relevance beyond general publicity.
Geographic penetration	9.7 / 10	Coverage spans a broader editorial map across North America, Europe, Latin America, Asia, and international travel channels.
Narrative scarcity and cultural distinction	9.9 / 10	The museum remains intimate, family-led, heritage-rich, and meaningfully differentiated from generic blockbuster launches.

Luxury index factor	Updated score	Why it has moved up
Commercial conversion potential	9.7 / 10	The media mix supports premium partnerships in hospitality, travel, philanthropy, design, licensing, and luxury brand collaboration.
Composite luxury power score	9.74 / 10	This places Museo Casa Kahlo in the top tier of global cultural-luxury launches and above premium flagship-level cultural thresholds.

Lens	Current read
Luxury hospitality	A credible anchor for premium hotel, residence, club, and travel partnerships.
Brand partnerships	Strong enough to justify conversations with major luxury houses and design-led collaborators.
Institutional philanthropy	Now reads as a global cultural asset with public-diplomacy and donor appeal.
Destination branding	No longer just a museum opening; now a destination driver for Mexico City and Coyoacán.
Family-office / UHNW relevance	The press mix supports elite audience credibility, not just mass awareness.

Luxury Market Penetration: Tier-1 Media Signal Analysis

The coverage list includes the influential editorial gatekeepers of global luxury:

Design / Luxury / Architecture Leading Outlets

- Wallpaper* (Design & Luxury; Europe)
- Elle Decor (Lifestyle & Luxury; USA)
- AD LatAm (Luxury Interiors; LatAm)
- Architectural Digest affiliates
- DesignBoom
- Surface Magazine

These publications shape luxury spending behaviors, premium travel patterns, and design investments globally.

Narrative Exclusivity & Scarcity (NES)

Assesses whether the story:

- Re-privatizes an overexposed icon
- Restores intimacy, lineage, authorship
- Creates controlled access

Casa Roja does this exceptionally well.

Score: 9.9 / 10

Translating Cultural Power Into Monetary Valuation

Using industry-standard valuation models applied to cultural brands:

A. Direct Earned Media Value:

\$34M USD, fully documented By content in the presentation

Applying conservative multiplier x7:

Brand Equity Valuation = \$34M × 7 = \$238M USD

This is the cultural-luxury market value of the penetration achieved so far.

Translating Cultural Power Into Monetary Valuation

B. Cultural Brand Equity Multiplier

Applied to legacy-driven cultural assets typically ranges x 5 to x 12.

Why multiplier applies:

- Frida Kahlo is a top-three cultural icon globally (after Picasso & Van Gogh).
- The museum is a living family project (rare & premium).
- Geographic location adds heritage equity (Coyoacán as pilgrimage nexus).
- The museum creates a second axis complementary to Casa Azul → “cultural circuit”.

Combined Luxury + Cultural Economic Impact

Category	Valuation
Earned Media Value	\$34M
Cultural Brand Equity	\$240M
Tourism Spillover (24 mo.)	\$150M
Luxury Halo / Design Spillover	\$40M
TOTAL COMBINED PENETRATION VALUE	\$464M

MEDIA DATA & ANALYSIS

| TIER-1 GLOBAL NEWS, FINANCIAL & WIRE SERVICES

- 1.The New York Times
- 2.Wall Street Journal (WSJ)
- 3.MarketWatch
- 4.Reuters Connect
- 5.Reuters Connect – Global
- 6.Associated Press (AP)
- 7.Agence France-Presse (AFP)
- 8.AFP Images (Images – Agence France-Presse)
- 9.CNN
- 10.RT (International)
- 11.Deutschlandfunk – Germany
- 12.MoneyControl.com

CULTURAL, HERITAGE & ARTS AUTHORITIES

18. National Geographic
19. National Geographic Travel
20. National Geographic LatAm
21. Smithsonian Magazine
22. The Art Newspaper
23. ARTnews
24. HENI Art News
25. Le Journal des Arts – France
26. Arte por Excelencias

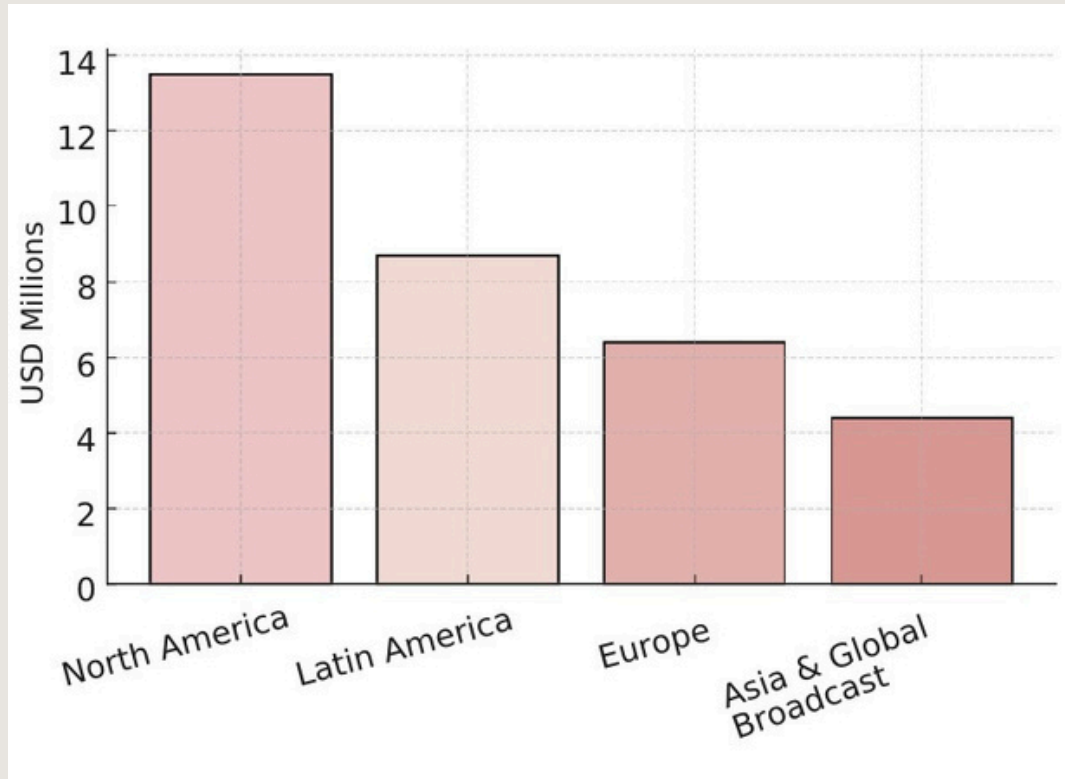
INTERNATIONAL REGIONAL MEDIA (EU, LATAM, ASIA)

1. El País – Spain
2. El Diario – Spain
3. Arquitectura y Diseño – Spain
4. AGI – Italy
5. MAM-E – Italy
6. RTV Slovenia MMC
7. LFM – Switzerland
8. Portal Tela – Brazil
9. Estadão – Brazil
10. Report News – Peru
11. Travesías
12. Viajes National Geographic
13. A Day Magazine – China

Museo Casa Kahlo Opening Global Media Impact

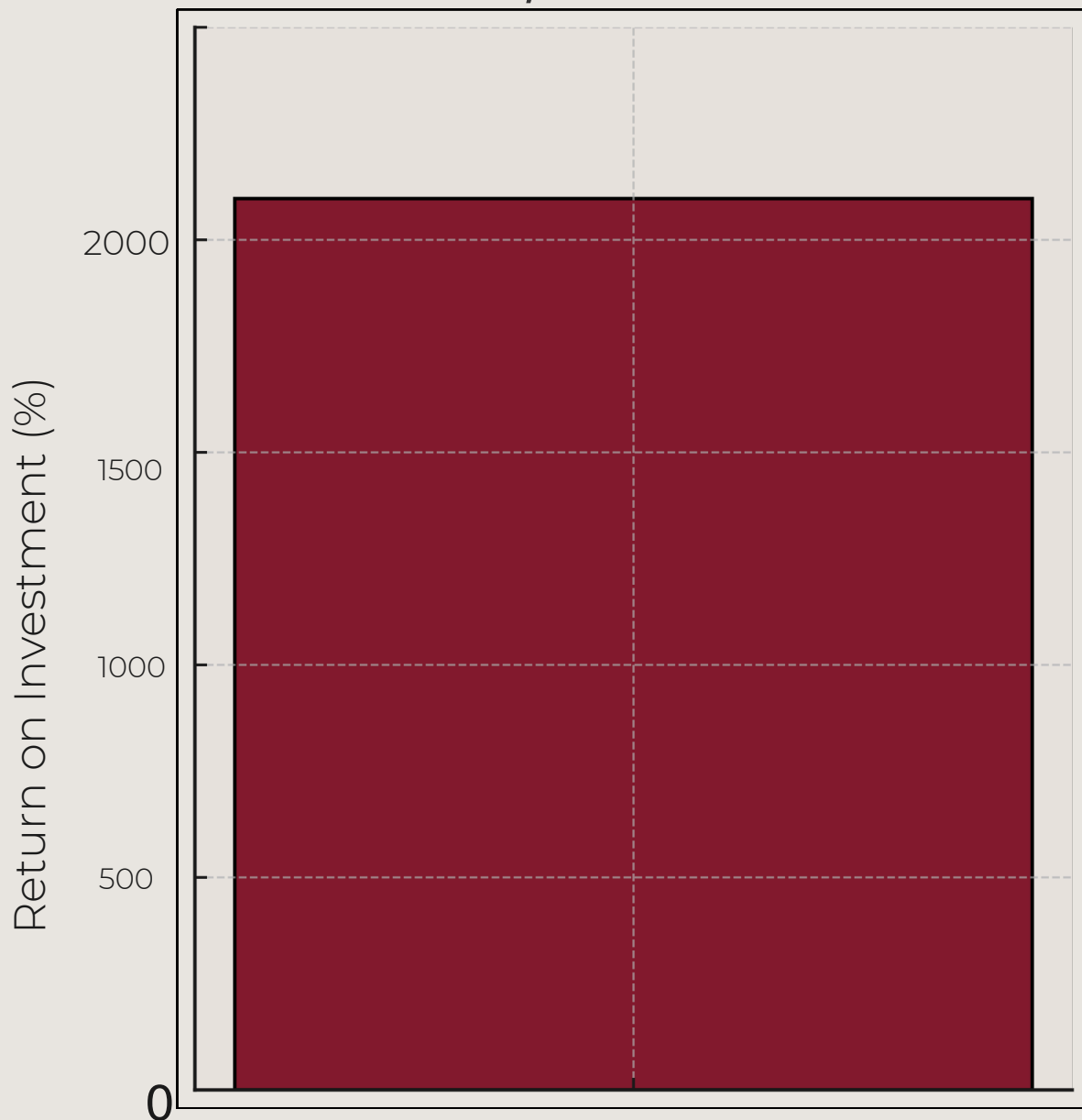
Total Earned Media
Value: \$35MUSD Total
Potential Global
Audience: 1.6 BILLION

Media Value by Region-78 outlets

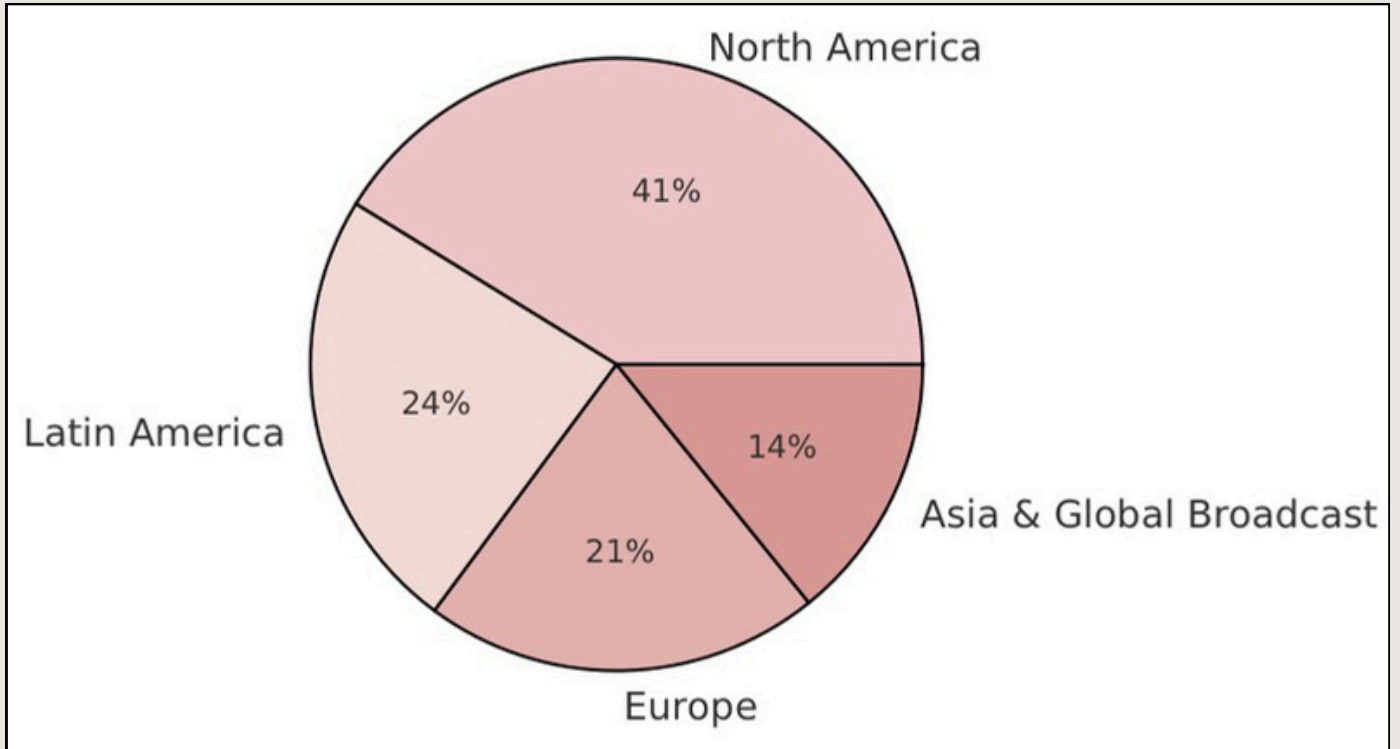


Return on Investment (as of 1/2026)

2,097%



Audience Reach Distribution by Region

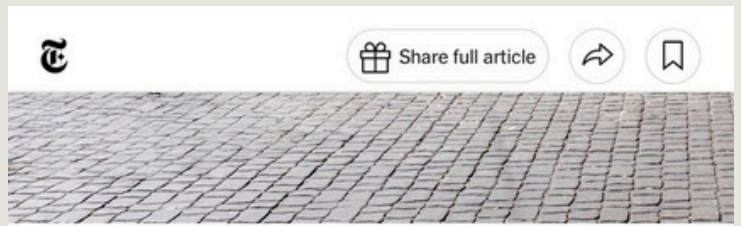




At Museo Casa Kahlo in Mexico City, also known as the red house, Frida's descendants hope to advance an image of the artist beyond her link to Diego Rivera.

Frida Kahlo's Prequel: A New Museum Shows Her Family Roots

In a former residence in Mexico City, passed down through the Kahlo family, it presents an intimate side of the Mexican painter's life.



Frida's mother, Matilde Calderón, died in the red house in 1932, and it was passed down through three generations of the family. via Museo Casa Kahlo

“We call it the red house because it’s the heart of the Kahlo family,” Mara de Anda, 46 and another great-granddaughter of Cristina Kahlo, told [El País in 2022](#). (It is also, to be sure, a red house.)

The house became the family’s refuge after Casa Azul, which Frida’s father, Guillermo, had built and later mortgaged, was paid off by Rivera shortly after he married Frida in 1929.

“Perhaps he thought that if his son-in-law had paid off the mortgage it no longer belonged to him,” Isolda P. Kahlo, Frida’s niece, wrote of Guillermo in her 2004 memoir [“Frida Íntima.”](#)



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life + culture > travel

Frida Kahlo's Family Home Opens for the First Time as a Museum

Rockwell Group unveils Museo Casa Kahlo, the first exhibition space highlighting the Mexican artist's interior world.

Frida Kahlo's life is often boiled down to a simple cocktail of toxic love and inner turmoil. Rarely do we see the levity, light, and affection she shared with her friends and family before she met Diego Rivera. As a young child she grew up a short walk from the house where she would later live as a married woman, known as Casa Azul, now a museum. It was in the courtyard of that home that her father, Guillermo Kahlo, took the famous family **portrait** that included Frida in men's clothing in 1926. Many of his later photographs of Frida would be taken at Casa Roja, the home he purchased with Frida's mother in 1930. Now, after a renovation by Mariana Doet Zepeda Orozco and **Rockwell Group**, Casa Roja will open to the public for the first time on September 26 as **Museo Casa Kahlo**.



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ENTERTAINMENT

The Kahlo family opens the doors of their house, inviting visitors to Frida's beloved basement



1 of 6 | The secrets of the Kahlo family are being revealed with the opening of the Casa Kahlo Museum this week [Read More](#)

BY **BERENICE BAUTISTA**

Updated 7:02 PM GMT-6, September 25, 2025

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THE ASSOCIATED PRESS

A fiercely protective family

The museum unfolds like a family memoir throughout the rooms of the converted home, illuminating lesser-known parts of Kahlo's story, like her personality, her childhood, and the relationships she relied on with her parents and siblings. In the entry hall, a family tree traces the Kahlos' lineage alongside antique photos taken by Guillermo Kahlo, Frida's father, who became a professional photographer in Mexico after emigrating from Germany. Nearby is a gelatin silver print that shows a sweet-faced Frida at four years old in a white dress and high socks and one of her earliest pieces of art: a simple geometric house and tree embroidered on a canvas.



A room at the Museo Casa Kahlo displays Frida Kahlo's clothing and, for the first time, rare pieces of her jewelry.

PHOTOGRAPH BY RAFAEL GAMO FOR ROCKWELL GROUP

By David Shortell

September 25, 2025

NATIONAL
GEOGRAPHIC

TRAVEL

New Frida Kahlo museum displays the artist's never-before-seen letters

The Museo Casa Kahlo, housed three blocks away from the famous Casa Azul, offers a window into the painter's private life.

More than 70 years after her death, Kahlo is among our most recognizable cultural icons, with a visage, fixed in a serious gaze beneath a unibrow, reproduced on everything from throw pillows to the silver screen. A churn of biographies, documentaries, children's books, and art tomes have recalled the details of her remarkable story—of the bus accident when she was 18 that left her in lifelong pain and her tempestuous marriage with the giant of Mexican muralism, [Diego Rivera](#).

In Mexico City, the [Casa Azul](#), where Kahlo grew up and later lived with Rivera, is a pilgrimage site for her fans, filled with heirlooms and many of her most famous works. Her paintings, with deeply personal imagery staged in often-dreamlike scenes, continue to fetch astonishing figures at auction. And perennial retrospectives, like the one scheduled for next year at the Houston Museum of Fine Arts and the Tate Modern in London, have examined her influence on Surrealism, fashion, and as an emblem of social movements like feminism and gay rights.



Designed by Rockwell Group, the courtyard of the Casa Roja has been restored to reflect the various generations who lived in the house. A young grapefruit tree—the subject matter... [Read More](#)

PHOTOGRAPH BY RAFAEL GAMO FOR ROCKWELL GROUP

Still, there are sides to Kahlo that the world doesn't know.

NATIONAL GEOGRAPHIC TRAVEL



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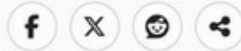
Frida Kahlo's Family Home and Artistic Retreat Opens as a Museum

Museo Casa Kahlo occupies "Casa Roja," which is only a few blocks away from the Museo Frida Kahlo in "Casa Azul"



Sonja Anderson - Daily Correspondent

October 3, 2025



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The red house was occupied by descendants of Kahlo's sister until two years ago. Museo Casa Kahlo

The museum reflects the various generations who lived in Casa Roja—as well as Kahlo's usage of her family's home. In honor of Kahlo's father, a Hungarian German photographer named Guillermo Kahlo, the museum contains a darkroom, in which portraits of the Kahlo family hang from strings. On the wall of the fully restored kitchen is a mural painted by Kahlo. The entry hall contains a photo of Kahlo at 4 years old, alongside one of her earliest artworks: an embroidery of a simple house and tree. Another room is lined with framed, affectionate letters Kahlo wrote throughout her life.

"You know how much I love you, now even more," Kahlo wrote to Cristina's daughter, Isolda, in 1954, per National Geographic's David Shortell. "Because having given you away, you give me your girl [Romeo Kahlo], and so now I have two loves."

These letters—marked by homesickness, love and grief—illuminate the importance of Kahlo's family in her life, Kahlo scholar Luis-Martin Lozano tells National Geographic. "It didn't matter that she had her very interesting international life, that she was an artist, that she was a communist,



Museums & Heritage // News

New Frida Kahlo museum, focused on the artist's youth and family life, opens in Mexico City

Museo Casa Kahlo is located a short walk from the popular Casa Azul museum in the Coyoacán neighbourhood, in a home long owned by members of the Kahlo family



The courtyard at Museo Casa Kahlo, Coyoacán, Mexico City
Photo: Rafael Gamo for Rockwell Group

Memories, family ties and storytelling shape the intimate space, located a five-minute walk from Casa Azul in Mexico City's Coyoacán neighbourhood—Kahlo's central pilgrimage enclave. The museum is housed inside the Kahlo family's historic home, acquired in 1930 and later owned by Frida's younger sister, Cristina, who passed it down to her descendants.

Frida Kahlo's family to open museum in Mexico City showcasing artist's legacy

Thursday, 25th September 2025, 20:39 UTC



The facade of the Museum Casa Kahlo, the new museum announced by Frida Kahlo's family, aimed at preserving and displaying art and objects collected by the iconic painter, widely recognized as one of Mexico's most influential cultural figures, in Mexico City, Mexico September 25, 2025
REUTERS/Raquel Cunha

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Frida Kahlo Museum to Open in Mexico City This September

BY FRANCESCA ATON

May 23, 2025 11:32am



Exterior view of Museo Frida Kahlo at the Casa Azul, in Mexico City.
UNIVERSAL IMAGES GROUP VIA GETTY IMAGES

A new museum dedicated to the life and art of **Frida Kahlo** will open in Mexico City's historic Coyoacán district this September.

The museum will be set in the Casa Roja, a private residence purchased by Kahlo's parents and passed down through the family over generations; it has been turned into an art institution by the Rockwell Group, a New York-based architecture firm. The house was gifted by the artist's grandniece Mara Romeo Kahlo, whom the Kahlo family said was the artist's closest living relative and heir.

The space stands adjacent to another important space central to Kahlo's legacy: Casa Azul, the home where Frida Kahlo was born, raised, and lived with her painter husband Diego Rivera, as well as the site where she died.

Casa Azul was built by her father Guillermo and will continue to be part of the museum, which is managed by the Fideicomiso de los Museos Diego Rivera y Frida Kahlo trust and administered by the central bank of Mexico. It boasts a collection of artworks by Kahlo, Rivera, and other artists, along with the couple's Mexican folk art, pre-Hispanic artifacts, photographs, memorabilia, and personal ephemera.

Casa Roja, by contrast, will explore Kahlo's beginnings, spotlighting influential cultural figures that she knew and surveying her inspirations. The museum will also include exhibitions and rotating shows of contemporary art, with a focus on Mexican, Latin American, and women artists.

Adán García Fajardo was recently appointed to be the museum director. He currently serves as the academic director at the Museum of Memory and Tolerance in Mexico City.

Funding for the museum was made possible by the newly established nonprofit Fundación Kahlo, which was started by the Kahlo family to preserve the artist's legacy and continue her efforts by promoting Mexican, Indigenous, and Latin American art and culture. The New York-based foundation will support the museum and related public initiatives, including the biennial Kahlo Art Prize and a grant program. Fundación Kahlo will be chaired by public relations veteran Rick Miramontez.



Home > Culture

A new Frida Kahlo Museum is coming to Mexico City



MND Staff May 23, 2025

4



The new museum will be housed in the Casa Roja, a Kahlo family home in Coyoacán passed down through generations. (Museo Casa Kahlo)

Museo Casa Kahlo, a new museum dedicated to the life and work of Mexican artist Frida Kahlo, will open this fall in Mexico City, the artist's family announced this week.

The new museum will be located at Casa Roja (Red House) in the borough of Coyoacán. The property belonged to Kahlo's parents and was later owned by the artist and her sisters. It was donated by Kahlo's grand-niece, Mara Romeo Kahlo.

The announcement was made in New York by Kahlo's closest living descendants and heirs — Kahlo's grand-niece Mara Romeo Kahlo, her daughter Mara Deanda Kahlo, and Kahlo's great-grand-niece Frida Hentschel Romeo.

"For the first time, the voice of the family will be at the heart of how Frida's story is told," Romeo told Vogue.

"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," she said.

Designed by the Rockwell Group, the museum will exhibit personal items that have never been shown before, focusing on Kahlo's personal life and her family, including her father Guillermo, who played a key role in her artistic development. The museum will also display dolls, jewelry, clothing and Kahlo's very first oil painting.



TRAVEL INSPIRATION > ART + CULTURE

By Bailey Berg • September 27, 2025

A First Look At the New Frida Kahlo Museum in Mexico City

The Museo Casa Kahlo, spearheaded by Kahlo's descendants, focuses on her early years.



The establishment of Museo Casa Kahlo is supported by the newly formed **Fundación Kahlo**, a nonprofit organization based in New York that will oversee the museum's development and operations. In addition to this museum project, the group plans to invest in Latin American and Indigenous art through grants and monetary prizes. Currently, there are no concrete collaborations established between Museo Casa Kahlo and Museo Frida Kahlo, the latter of which is managed by a trust under the Central Bank of Mexico (the building was donated to the state following Kahlo's death in 1954).

Nearly 70 years after her death, Frida Kahlo remains one of the most recognizable, and mythologized, figures in art history. Though her face, framed by bold brows and often floral headdresses, frequently adorns everything from **mural walls** to tote bags, less is known about the making of the artist. However, a new museum in Mexico City is attempting to change that by sharing a new chapter in her story.

Opened September 27 in the heart of the Coyoacán neighborhood of Mexico City, the **Museo Casa Kahlo**—also known as Casa Roja—offers an intimate counterpoint to the famous Casa Azul, Kahlo's longtime residence and more recently a popular museum (officially known as Museo Frida Kahlo). The two museums are adjacent to each other.

While Casa Azul focuses on her adult life, including her artistic achievements and her marriage to Diego Rivera, a famed Mexican muralist, the new museum delves into her early years and the familial influences that shaped her (with a strong focus on her father, Guillermo Kahlo, a photographer who is **often credited** for nurturing his daughter's artistic passion). The project is spearheaded by Kahlo's descendants, including her grand-niece Mara Romeo Kahlo and great-grand-nieces Frida Hentschel Romeo and Mara Deanda Kahlo, who aim to present a more personal and comprehensive narrative of Kahlo's life.

New museum dedicated to Frida Kahlo opens in Mexico City

AFP



A new museum reveals a warm and loving side of famed Mexican artist Frida Kahlo, giving visitors a look at her private life beyond the pain and rawness of her well-known works.

The Casa Kahlo museum, opened a week ago by Kahlo's descendants in Mexico City, is imbued with the spirit of a family where women set the tone. "She's aunt Frida, daughter Frida, a Frida situated in the intimacy and security of family," said Adan Garcia Fajardo, director of the new museum.

Located in a building that was once Kahlo's parents' home and later her sister Cristina's home, it hosted lively gatherings of family and friends and was a studio for young painters studying with Kahlo.

The exhibition includes nine original works and countless personal items, as well as photographs taken by Kahlo's father Guillermo. "Visiting this museum, you learn more about Frida not as an artist, but as a woman," 19-year-old student Aranza Vazquez said after her visit. "I feel like it was a place that belonged to her, where she could be herself."



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THE NEXT CHAPTER OF FRIDA'S STORY



frida kahlo museum brings the artist's family home to life with design by rockwell group

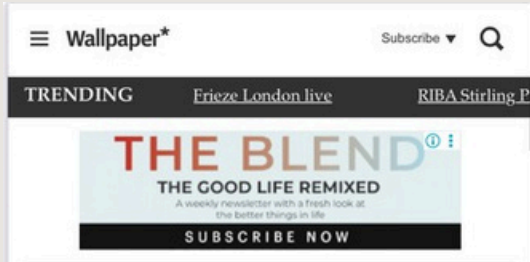
MUSEO CASA KAHLO OPENS IN MEXICO CITY

Mexico City welcomes Museo Casa Kahlo, a new museum located in Casa Roja, the historic home of Frida's sister Cristina Kahlo, transformed into a museum by architect Mariana Doet Zepeda Orozco, with experience and exhibition design by Rockwell Group and graphic design by Pentagram.

Dedicated to exploring the private life, family relationships, and early inspirations of Frida Kahlo, the venue occupies the same neighborhood where the artist and her family lived for over a century. Far from the public eye of Frida's more famous blue house, Casa Azul, this intimate residence offers a glimpse into the domestic world that shaped her life and work.



DESIGN BOOM



ART AND CULTURE

Can a Mexico City house museum reframe Frida Kahlo's artistic legacy?

The newly opened Museo Casa Kahlo spotlights how family shaped the pioneering artist's life and work. See how Rockwell Group brought it to life



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(Image credit: Rafael Gamo for Rockwell Group)

Until 2023, the house was occupied by Frida's family. Then, with the assistance of publicist Rick Miramontez, chairman of the newly formed New York-based Fundación Kahlo, and the financial patronage from father-and-son Mexico-based businessmen Victor Aboumrad Tame and Victor Aboumrad Chedraui, the house was transformed from a residence into a museum.

They found, among other items, original glass negatives belonging to Guillermo, a German immigrant who became an architectural photographer and documented the city's most important landmarks and buildings for the Mexican government. He was also a painter, and Hentschel Romeo said it was Guillermo, not Rivera, who first taught Frida how to paint and how to view the world as an artist.



(Image credit: Rafael Gamo for Rockwell Group)

The museum, which opened to the public on 27 September 2025, showcases other discoveries, like previously unseen letters written by Frida, a prolific family correspondent, including homesick missives she sent from the United States while abroad with Rivera. There are also early sketches, a small portrait of Rivera, as well as personal effects, like pieces of Kahlo's pre-Hispanic jewellery, perfume bottles (Schiaparelli's Shocking, of course) and embroidered blouses, evidence of her early appreciation of Mexican folk art and a preference for traditional Mexican clothing.

WALLPAPER

DESIGN DISPATCH

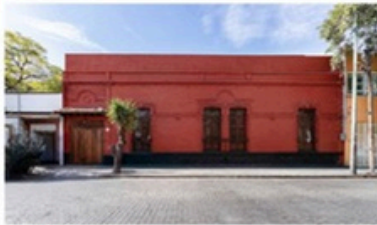
Casa Kahlo Has Opened in Mexico City, and Other News

Plus, Art Basel introduces "ultra-VIP"
previews ahead of its Paris edition, and
ChatGPT causes "lexical seepage."

BY THE EDITORS

September 30, 2025

SHARE



Credit: Museo Casa Kahlo

Museo Casa Kahlo, the house museum devoted to Frida Kahlo's domestic life, has opened.

Museo Casa Kahlo opens this week in Coyoacán on the grounds of the artist's family property, offering an intimate look at her domestic world. Housed in Casa Roja, the museum includes spaces such as a preserved kitchen with Kahlo's only known mural, her private basement retreat, and rooms dedicated to her students and her sister Cristina's social projects. Alongside family artifacts, the museum incorporates digital installations and will host rotating shows spotlighting Mexican, Latin American, and women artists. Led by director Adán García Fajardo and designed with contributions from Rockwell Group and Pentagram, the project extends Kahlo's legacy while preserving the scale and atmosphere of a family home.



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Culture | A brush with fame

Is there anything left to say about Frida Kahlo?

A third museum focused on the artist has just opened in Mexico City

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A mega-star made in Mexico PHOTOGRAPH: BRIDGEMAN IMAGES

Oct 8th 2025 | MEXICO CITY | 3 min read

THE ECONOMIST

Museo Casa Kahlo, A New Destination For Frida Kahlo's Fans

📅 October 2, 2025 | ✍️ By Ilya | 🎨 ART |
📂 Art & Culture, News



Mexico City has many temples to Frida Kahlo, a talented artist with a tragic destiny, who lived and worked there. One of the best-known locations to pay tribute to Kahlo's legacy has traditionally been Casa Azul, a house where the artist lived with her husband, [Diego Rivera](#). Yet, a recent opening of Museo Casa Kahlo, just a few blocks away from the world-famous Casa Azul (featured image), promises to add more tourist and art highlights to the city. Let's take a look at the new museum and the unique artefacts from Kahlo's life and creative portfolio it offers.

Museo Casa Kahlo, a Ruby-Colored Family Residence

So, how did an idea to open the second museum of Kahlo in such proximity to the famous Casa Azul come about? This ruby-colored house, also referred to as Casa Roja, was the Kahlo family residence. Located at Aguayo 54 in Coyoacán, it first belonged to Frida's parents and was later passed to her sister, Cristina.

Due to such intimate ties of Frida Kahlo to this residence, which still holds unique memories of her early childhood years and family ties, the museum's curators made a deliberate choice to frame this space as her family story. Visitors can see Kahlo's letters kissed with lipstick, her childhood toy collections, garments with fancy Mexican embroidery, and her early sketches drawn long before her artistic maturity but already hinting at the creative genius being formed.

Architectural Restoration of Casa Roja

The family residence of the Kahlo family underwent restoration before its reopening as a museum. In this regard, curators chose to balance restoration with restraint, keeping the home's modest outlook and equipping it with calibrated gallery spaces and interactive elements. The Rockwell Group curated the house's restoration to preserve its authenticity while expanding its narrative and offering visitors an immersive journey into Frida Kahlo's family atmosphere.

HENI ART NEWS

Distinctive Daily Insight

1. Opening day for Frida Kahlo museum

A new museum dedicated to **Frida Kahlo** opens its doors for the first time tomorrow with her first ever oil painting among the items going on show.

The Museo Casa Kahlo in **Mexico City** is only a short walk from the existing Museo Frida Kahlo which has been open since the 1950s and attracts hundreds of thousands of visitors a year.

The new museum, also in the upmarket district of Coyoacán, will be run by family members and concentrate on her early life and how her upbringing influenced her art.

Among the exhibits will be her first ever oil painting, which she showed to her husband - and fellow artist - **Diego Rivera** to see if she had the talent to forge an artistic career as well as a piece of embroidery she made aged five and what is thought to be the only mural she ever created.

The new museum is housed in a building once owned by her parents which she later bought as a home for her sister Christina and her family.

Her relationship with her sister, and her photographer father **Guillermo**, will also be examined in the new museum.

HENI ART NEWS

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Published 16 days ago • Mexico • Updated 15 days ago

The Kahlo Family Opens the Doors of Their House, Inviting Visitors to Frida's Beloved Basement

Left Center Right Bias Comparison

- This past week Museo Casa Kahlo opened at Casa Roja in Coyoacán, revealing Kahlo descendants' family memorabilia and sharing their legacy with the public.
- Over 20 years in the making, the project saw Kahlo descendants catalog belongings and partner with David Rockwell and Fundación Kahlo patrons to convert the house into a museum.
- In the basement sanctuary visitors find Frida Kahlo's childhood microscope, votive offerings, Asian dolls, and the kitchen showcases her only murals, recently restored after being hidden.
- Visitors can experience Museo Casa Kahlo's digital installations, rotating shows, and sensory features Wednesday through Monday, 9 a.m. to 7 p.m., with all spaces now accessible.
- By foregrounding family archives, the project aims to dismantle the monopoly on Frida Kahlo's history as her painting El sueño heads to Sotheby's next month.

GROUND NEWS



MEXICO



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Museo Casa Kahlo to Open in Mexico City This Saturday, September 27

New museum dedicated to Frida Kahlo opens on the historic Kahlo family property in Coyoacán.

By: A.A. Cristi Sep. 24, 2025



MEXICO



The museum offers an intimate look at Kahlo's formative years and artistic awakening, presenting private family spaces alongside exhibition materials. Visitors can explore the preserved kitchen containing Frida's only known mural, the basement that served as her private refuge, and a gallery dedicated to her lifelong commitments—juxtaposing Cristina Kahlo's charity for single mothers with the story of Frida's students, known as "Los Fridos," who maintained ties with the family for decades. Digitally enhanced elements extend these narratives throughout the museum.

In addition to the core exhibitions, Museo Casa Kahlo will host rotating displays of contemporary work, focusing on Mexican, Latin American, and female artists whose voices expand on Kahlo's bold vision.

"This museum honors the spirit of family, generosity, and creativity that has been passed down to us—and extends Frida Kahlo's legacy for future generations," said Mara Romeo Kahlo. "To welcome the public into these spaces is, for us, a tribute to the Kahlo family's tradition of hospitality."

BROADWAY WORLD

Rockwell Group unveils design for key spaces at Museo Casa Kahlo, Mexico City

Rockwell Group, the NYC-based architecture and design studio, has unveiled its design for key spaces at Museo Casa Kahlo, dedicated to the life and legacy of Frida Kahlo. Located inside Casa Roja, a historic family residence in Coyoacán, Mexico City, the museum features spaces that reveal Frida's private world, including her hidden basement studio and courtyard. This opening marks the most significant expansion of the Kahlo family's cultural footprint in decades.



In collaboration with Fundación Kahlo's Creative Director Ileen Gallagher and chief curator Adriana Miranda, Rockwell Group designed the visitor arrival experience, entry garden, and basement exhibition, recreating the room that served as Frida's hidden studio, never seen by the public. Filled with Frida's various collections, ephemera, and paints, it's an evocative focal point of the museum.

Very much still a family home in scale and intimacy, the museum allows guests to explore a variety of private spaces that contain authentic family artifacts alongside exhibition materials. Among them: a preserved kitchen that contains Frida's only known mural, the basement that served as Frida's private refuge and rooms dedicated to her social commitments and students. Digital elements extend the narrative throughout the museum.

Guests arrive at the Museo from the street entrance, as Frida and her family would have entered the house. The house driveway has been converted into an intimate corridor that leads to the courtyard. The hallway is set with a ticketing desk fabricated by artisans in Guadalajara, graphic panel wall signage by Pentagram, and a series of historical photographs of the building and La Ayuda, cueing the experience ahead.

The courtyard has been restored to an amalgamation of its configurations as various generations inhabited the house, welcoming and generous. Rockwell Group looked through many historical family photos in researching and recreating this space. A curved corner stair, where the family historically gathered and posed for numerous portraits, was lost in previous renovations and has been reintroduced to the garden design. A grapefruit tree featured in her mural sits in a hand-carved Cantera stone pot, and ceramic planters showcase regional styles from Oaxaca and Guadalajara.

After passing through a series of galleries and restored rooms of the house, guests descend a set of stairs into a never-before-seen recreation of Frida's hidden retreat. Here, Frida was free to write, paint, think, and sketch in a safe and intimate environment. The candlelit room includes a collection of objects, furniture, and textiles



After passing through a series of galleries and restored rooms of the house, guests descend a set of stairs into a never-before-seen recreation of Frida's hidden retreat. Here, Frida was free to write, paint, think, and sketch in a safe and intimate environment. The candlelit room includes a collection of objects, furniture, and textiles that belonged to Frida, including her dolls, paintings, and a bug collection, her desk and paints, as well as family stories told across generations with photographs and letters. Here, guests will feel Frida's spirit and her creative energy. Using Frida's original sketches and photographs of the butterflies and insects, the LAB at Rockwell Group designed an interactive replica of her microscope. This "easter egg" allows visitors to peer inside and observe the very specimens Frida would have studied.

Museo Casa Kahlo will be administered by Director Adán García Fajardo, who was formerly the Academic Director at the Museum of Memory and Tolerance in Mexico City. The chief curator of the museum is Adriana Miranda. Casa Roja has been transformed into a museum by architect Mariana Doet Zepeda Orozco, with experience and exhibit design by the New York-based Rockwell Group and graphic design and creative direction by Pentagram, and Ileen Gallagher.

More information:
Rockwell Group
www.rockwellgroup.com

Publication date: Tue 7 Oct 2025



The new Museo Casa Kahlo in Coyoacán, Mexico City, was built inside a private residence where Kahlo's sister Cristina Kahlo lived. The home was passed down through consecutive generations; Kahlo's grandniece, Mara Romeo, resided there until 2023.



Pentagram was responsible for the museum's graphic design. (Rafael Gamo/Courtesy Museo Casa Kahlo)



Family Spirit

Rockwell Group, Mariana Doet Zepeda Orozco, and Pentagram transform a Frida Kahlo family home into a new museum in Mexico City

By Daniel Jonas Roche • September 29, 2025
• Architecture, Art, International, News



Casa Roja, now Museo Casa Kahlo, is just a few short walk from Casa Azul, now Museo Frida Kahlo. (Courtesy Museo Casa Kahlo)

In Casa Roja's kitchen, Frida Kahlo painted what's today considered her first and only mural. The mural flaunts a grapefruit, a motif that appears again as a focal point in the residence's courtyard, restored by Rockwell Group.

The basement of Casa Roja is where Frida was known to escape for privacy, known today as her own "secret room." Rockwell Group did its best to return this space back to what it was when Kahlo occupied it; this involved designing nearly indiscernible light fixtures, among other interventions.

Small cubbies and shelving hold objects of Kahlo's, including dolls, her insect collection, and, of course, paintings.



Home > CDMX News

The Museo Casa Kahlo is housed just three blocks away from the famous Casa Azul in Mexico City

September 28, 2025

f x t in m r e +



Nestled just three blocks from the iconic Casa Azul in Coyoacán, Mexico City, the Museo Casa Kahlo—also known as Casa Roja—offers a fresh and intimate perspective on the life of Frida Kahlo. Unlike Casa Azul, which celebrates Frida’s artistic legacy and public persona, Casa Roja delves into her familial roots and personal relationships, revealing the quieter, formative moments that shaped her identity.

Opened in 2025, the museum is housed in a red-walled building that once belonged to the Kahlo family. Curated by Mara Romeo Kahlo, Frida’s grandniece, the space honors not only Frida but the entire Kahlo lineage. Visitors are invited to explore preserved rooms filled with authentic family artifacts, including a traditional kitchen featuring the only known mural painted by Frida herself, a private basement sanctuary, and a gallery of family photographs accompanied by audio recordings of letters Frida wrote to her sisters.

The museum also highlights the philanthropic work of Cristina Kahlo, Frida’s sister, through “La Ayuda,” a program for single mothers that operated from the Casa Roja in the 1950s. Another exhibit pays tribute to “Los Fridos,” Frida’s devoted students who maintained close ties with the Kahlo family long after her passing.

Casa Roja’s immersive experience is designed to deepen visitors’ understanding of Frida’s emotional world—her bonds with siblings, her early artistic stirrings, and the domestic spaces that nurtured her creativity. The museum concludes with a charming gift shop offering artisanal souvenirs like huipiles, tote bags, and hand-painted ceramics.

Una mirada íntima a la vida de Frida Kahlo

“Se llama Casa Roja porque es el corazón de la familia Kahlo”, menciona Mara. Y es que más allá de su legado como pintora, **aquí se exhiben cartas que Frida escribió a su familia** desde el hospital, relatando con ternura sus días de convalecencia; **también conocemos un poco más de su papá en su faceta de fotógrafo** y su legado invaluable que reúne retratos de Miguel Ángel de Quevedo y Porfirio Díaz, entre otros; además de una auténtica colección de cámaras de placas y sus daguerrotipos, que hoy no sólo son memoria viva, también dialogan con la historia familiar.



El nuevo Museo Casa Kahlo se ubica en Aguayo 54, en la alcaldía Coyoacán, Ciudad de México. Rafael Gamo.

ARQUITECTURA

La casa roja de Frida Kahlo: el nuevo museo que revela otra faceta de la artista

Un homenaje contemporáneo en Coyoacán que nos acerca a la Frida más íntima, rebelde y universal. El nuevo recinto se encuentra muy cerca de la que fue su residencia en la Ciudad de México.

Por Daniela Bautista y Sheila Navarro

26 de septiembre de 2025

El rostro íntimo y humano de Frida se revela en el **Museo Casa Kahlo**, también conocido como la **Casa Roja**, residencia que por generaciones fue el corazón de los Kahlo. Esta casa fue habitada no hace más de dos años por su sobrina nieta **Mara Romeo Kahlo**, y hoy conserva la escala y la calidez de un hogar, donde los recuerdos se convierten en protagonistas.

Frida Kahlo no solo es un ícono del arte mexicano: es también memoria, raíces y una vida entrelazada con su familia. Detrás de la **pintora universal** está la hija que compartía silencios con Guillermo Kahlo, el fotógrafo que supo capturar con su lente la esencia de México; la hermana que acompañaba a Cristina; y la maestra que abrió su mundo a los *Fridos*.



Tras la muerte de Diego Rivera en 1958, la Casa Azul abrió sus puertas como el Museo Frida Kahlo. Getty Images.

El nuevo Museo Casa Kahlo revela las raíces familiares de Frida

La familia de Frida Kahlo abre las puertas este fin de semana al público de la que fue la casa de los padres de la artista mexicana.



“Era donde se refugiaba cada vez que se enojaba. Es todo lo que realmente ella era, aparte de ser la artista. Los objetos y fotografías que vemos acá provienen solamente de archivos familiares”, explicó su sobrina nieta Mara Romeo Kahlo.

Entre las imágenes de su padre, el primer fotógrafo que trabajó para el expresidente Porfirio Díaz (1876-1911) y para el que documentó la construcción de algunas de las obras arquitectónicas más importantes del país, se entremezclan los trabajos de la juventud de Frida, como su primer mural ubicado en la cocina de la casa o la famosa Charola de amapolas.

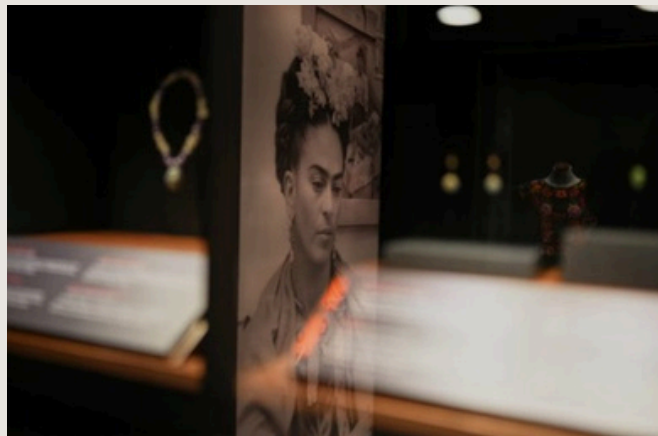


CULTURA >

El Museo Casa Frida Kahlo abre sus puertas y revela los secretos más íntimos de la gran artista mexicana

El nuevo museo en Coyoacán permite conocer objetos personales, cartas y murales nunca antes vistos y “con un enfoque más humano”, asegura su director

Si bien la **Casa Kahlo** presenta elementos familiares para los admiradores de **Frida Kahlo** — como una cocina tradicional y un jardín—, su verdadero valor radica en la nueva perspectiva que ofrece sobre su vida. Revela detalles íntimos sobre su familia unida, incluido su padre fotógrafo, **Guillermo**, y su hermana y cuidadora, **Cristina**.



El Museo Casa Kahlo abre sus puertas para revelar secretos familiares de Frida Kahlo

Los secretos largamente guardados de la familia **Kahlo**, incluidos los de la legendaria artista **Frida**, están a punto de ser revelados al mundo con la apertura del **Museo Casa Kahlo** este fin de semana.

Aunque se encuentra muy cerca de la icónica **Casa Azul** en el centro histórico de Coyoacán, el **Museo Casa Kahlo** es un lugar diferente con una historia entrelazada. Esta casa perteneció a los padres de **Frida Kahlo**, quienes la compraron después de regalarle la **Casa Azul** —donde creció y vivió con **Diego Rivera**— como obsequio de bodas.



1/3

Mauricio Nava | Museo-Casa-Kahlo-

Museo Casa Kahlo

La Casa Roja es el corazón de la familia Kahlo y un recuento de los primeros pasos de Frida en el arte

Time Out dice

Cuando formas un hogar con tu familia o adquieres una propiedad (por 5 mil pesos de aquellos años, como Matilde Calderón, la madre de Frida Kahlo) no imaginas que se convertirá en un museo. Museo Casa Kahlo abre sus puertas a la génesis de esta historia y ofrece una renovada visión sobre la centenaria familia en Coyoacán.

Con un rojo vibrante, para diferenciarla de la Casa Azul, típico de las casas mexicanas antiguas, el Museo Casa Kahlo invita a entrar desde el patio para descubrir objetos que pertenecieron a Guillermo Kahlo. Primero mensajero, después emisario de Díaz, fotógrafo apasionado y pintor docto. La vena creativa de Kahlo tuvo sus primeros pasos aquí.

Finalmente, podrás escuchar las cartas, el amor con el que Frida se dirigía a su "chaparrita", las felicitaciones y algarabía que sintió cuando nació su sobrina. La cama donde su hermana cuidó de ella al inicio de la enfermedad. La sororidad con la que las Kahlo construían desde la casa, primero entre ellas y finalmente por "La ayuda", una iniciativa de Cristina.

Las cartas “cambiaron por completo el panorama” de lo que se sabía sobre la vida de Kahlo, asegura Luis-Martín Lozano, destacado estudioso de Kahlo y exdirector del Museo de Arte Moderno de México. En 2007, Lozano fue el primer historiador de arte al que Mara Romeo, hija de Isolda, y Mara de Anda, su hija, conocidas juntas como las Maras, le dieron acceso ilimitado a los archivos familiares. Su investigación se publicó en el libro *Frida Kahlo: El círculo de los afectos*.

SUSCRÍBETE AL NEWSLETTER



MEDIO AMBIENTE CIENCIA ANIMALES

VIAJES

Dentro del nuevo museo de Frida Kahlo: cartas inéditas y detalles íntimos de su vida

El Museo Casa Kahlo, ubicado a tres cuadras de la famosa Casa Azul, ofrece una ventana a la vida privada de la pintora mexicana.

POR DAVID SHORTELL

PUBLICADO 29 SEP 2025, 16:59 GMT-3



Una sala del Museo Casa Kahlo exhibe la ropa de Frida Kahlo y, por primera vez, piezas únicas de su joyería.

La importancia de la familia en la vida de Frida Kahlo

El museo se desarrolla como una memoria familiar a lo largo de las salas de la casa reconvertida, iluminando partes menos conocidas de la historia de Kahlo, como su personalidad, su infancia y las relaciones que mantenía con sus padres y hermanos.

“Eso es lo mágico de esta casa, la responsabilidad que tenemos como familia de compartirla con el mundo”, dice de Anda. “Tenemos que contar la historia real, con las cartas reales, con las cosas reales que le pertenecen a ella, a su familia”.

Vivir viajando / Ciudad de México

ETERNA FRIDA

El nuevo museo de México que presenta la faceta más íntima de Frida Kahlo



FOTO: RAFAEL GAMO

Bajo una trampilla oculta bajo una alfombra en una vivienda familiar de Frida Kahlo, la artista mantenía un taller con la serenidad de un santuario. En ese espacio oscuro y de techos bajos se rodeaba de colecciones que reflejaban su mirada hacia una belleza poco convencional: insectos disecados, escenas religiosas pintadas sobre láminas de aceite y muñecas asiáticas lacadas con vestimentas antiguas. Según su familia, Kahlo podía pasar allí horas o incluso días, escribiendo, pintando y refugiándose del caos que a veces afloraba en su vida en la superficie.

UNA ARTISTA CONVERTIDA EN EMBLEMA

Las cartas «cambiaron por completo el panorama» de lo que se sabía sobre la vida de Kahlo, señala Luis-Martín Lozano, destacado especialista en la artista y exdirector del Museo de Arte Moderno de México. En 2007, Lozano fue el primer historiador del arte en obtener un acceso amplio a los archivos familiares gracias a Mara Romeo, hija de Isolda, y a Mara de Anda, su hija, conocidas conjuntamente como *las Maras*. Su investigación se publicó en el libro *Frida Kahlo: El círculo de los afectos*.

«Descubrimos que la familia fue de una importancia enorme para Kahlo», afirma Lozano en una entrevista. «No importaba que tuviera una vida internacional muy interesante, que fuera artista, que fuera comunista, que mantuviera relaciones bisexuales. Tenía una familia que era su ancla». «Como especialista, esto resulta interesante porque permite explicar muchos elementos que aparecen en sus cuadros. El simbolismo de numerosos aspectos de su obra está relacionado con esos afectos personales», añade.

Ciudad de México

Museo Casa Estudio Diego Rivera y Frida Kahlo: arquitectura y memoria

Los socios de Club Travesías conocieron la morada donde se inspiraba la pareja de artistas.

POR: PAOLA GEREZ LEVY

16 MAR 2022



La Ciudad de México es muchas cosas, pero no homogénea; su encanto multifacético se manifiesta en todo, desde sus habitantes hasta su arquitectura. Un gran ejemplo de esto se da en San Ángel, donde dos curiosas estructuras funcionalistas resaltan en medio de las casonas porfirianas. Se trata del **Museo Casa Estudio de Diego Rivera y Frida Kahlo**, unas de las primeras obras del arquitecto y artista mexicano **Juan O’Gorman**. En una visita guiada por la directora del museo, Marisol Argüelles, los socios de *Club Travesías* pudieron conocer la genialidad —e importancia cultural— detrás de uno de los patrimonios arquitectónicos más valiosos de la capital.



Fotos: Camilo Christen

Nuevo Museo Casa Kahlo abre sus puertas con una nueva faceta de la pintora

📅 OCTUBRE 21, 2025 📺 ENLACE13TV



En pleno corazón de la colonia Del Carmen, en Coyoacán, Ciudad de México, se ha abierto un nuevo espacio museístico que invita a conocer una faceta menos expuesta de la reconocida pintora mexicana **Frida Kahlo**: el **Museo Casa Kahlo**. Esta casa roja no tiene como propósito exhibir su faceta de artista, sino a Frida como hija, hermana y mujer.

A diferencia del famoso [📍 Museo Frida Kahlo](#) (la célebre **Casa Azul** que subraya su vida con **Diego Rivera**, su obra y estatus icónico) esta Casa Roja abre la [📍 puerta](#) a la intimidad y la cotidianeidad de la familia Kahlo, a sus objetos, pasiones, rincones, recuerdos y sentimientos hasta ahora menos visibles.

Dentro de este nuevo museo, los visitantes pueden descubrir espacios inéditos de Frida Kahlo: por ejemplo, el sótano donde coleccionaba insectos y observaba sus alas con un microscopio, un cuarto oscuro que perteneció a su padre, el fotógrafo **Guillermo Kahlo**, murales pintados por ella misma en la cocina, cartas entre hermanas, muñecas asiáticas de su colección, exvotos y objetos del día a día.

Lo que se hace evidente es la intención de presentar "una Frida de carne y hueso", como la describen los curadores, que fue más allá de los estereotipos; una mujer marcada por la infancia, la enfermedad, la familia, la memoria, la estética y el entorno físico en el que creció.

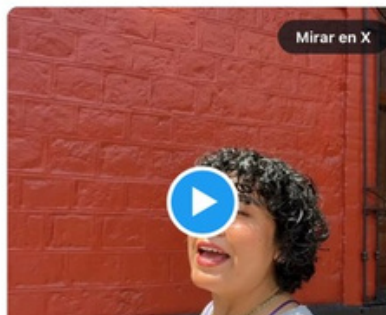


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¡Nos encontramos con el nuevo Museo Casa Kahlo! 😊 Aquí encontrarás una faceta más íntima y poco conocida de Frida Kahlo. 🍷🍷

Además de objetos personales como joyas y maquillaje, también podrás apreciar los únicos murales que pintó y conocer más de su historia familiar en [La Mostrar más](#)



Premio y becas

Presidida por Rick Miramontez, la fundación prevé crear el Premio de Arte Kahlo, galardón bienal que reconocerá a artistas contemporáneos visionarios, y Las Ayudas, un programa de becas.

La Casa Roja se ubica cerca de la famosa Casa Azul, la cual fue construida por Guillermo Kahlo, padre de la pintora, y es sede del Museo Frida Kahlo, que a su vez gestiona el Fideicomiso de los Museos Diego Rivera y Frida Kahlo, administrado por el Banco de México.

Visitar la Casa Azul (Londres 247, colonia Del Carmen, Coyoacán) es adentrarse en la vida de la pintora con su esposo Diego Rivera. En 1958, el hogar de los artistas donde compartieron reuniones con intelectuales, gestores culturales y políticos, abrió al público como museo.

La Casa Roja pretende tener una visión más amplia de Frida Kahlo, mujer que defendió sus ideales, proclamó la libertad y encontró en la pintura una forma de mostrar su alma.

El nuevo museo busca retratar no sólo su obra, sino también su mundo, y de manera especial el papel de su familia en la construcción de su identidad, dicen los promotores.

La pintora, quien en sus obras mostró sus creencias, mitos y ritos, nació el 6 de julio de 1907 y falleció el 13 de julio de 1954. Es considerada una de las artistas más cotizadas de la plástica mexicana en el ámbito internacional.

Con la presencia de Mara Romeo Kahlo y Mara de Anda Romeo, la Casa Roja (Aguayo 54, Coyoacán) se inaugurará el jueves a las 12 horas.

Cultura

Museo Casa Kahlo abrirá sus puertas el próximo 25 de septiembre

El sitio también conocido como La Casa Roja se ubica en Coyoacán, CDMX



La artista mexicana Crédito: Especial

STAFF PUEBLA ON LINE
22 de septiembre de 2025



El Museo Casa Kahlo, también conocido como la Casa Roja, será inaugurado el 25 de septiembre con la misión de "preservar y compartir la vida íntima y familiar" de la artista Frida Kahlo.

Ubicado en el barrio de Coyoacán, a un costado de la Casa Azul, el recinto permitirá al público conocer a la pintora "más allá de su imagen pública", tras descubrir la historia y contexto que la llevaron a convertirse en una de las figuras más importantes del arte mexicano, informaron medios estadounidenses.

El espacio museístico, rediseñado en parte por Rockwell Group, fue la residencia privada que adquirieron los padres de Frida; posteriormente, fue propiedad de Cristina, hermana menor de la artista, quien a su vez, la heredó a su hija Isolda, quien se la dejó a Mara Romeo Kahlo, su hija.

Según declaraciones de los familiares de la pintora, hechas a la prensa estadounidense, se exhibirán objetos personales inéditos, como cartas, fotografías de infancia, así como un bordado que Kahlo hizo a los cinco años, además de muñecas, joyas, ropa y la primera pintura al óleo que realizó y mostró a Diego Rivera para que evaluara si tenía futuro de pintora.

La creación de este nuevo espacio museístico fue impulsada por la Fundación Kahlo, organización sin fines de lucro de reciente creación con sede en Nueva York, cuyo objetivo es "preservar el legado de la artista y promover el arte y la cultura mexicanos".

CULTURA

Así es el único mural que pintó Frida Kahlo; en este museo de Coyoacán lo puedes visitar

Recientemente abrió sus puertas el Museo Casa Kahlo, un inmueble conocido como la Casa Roja, que alberga uno de los secretos mejor guardados de Frida.



DAVID GALICIA SÁNCHEZ

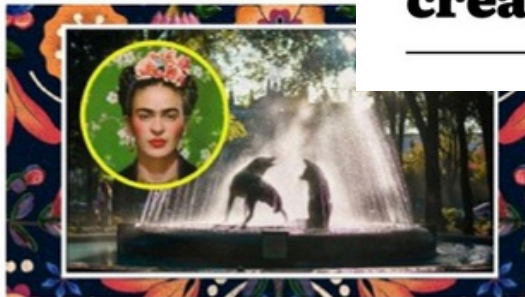
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La obra pictórica de Frida Kahlo consiste en pinturas de caballete y aunque tuvo un profundo impacto en destacados artistas del movimiento muralista, ella pintó en formatos de lienzo de menor tamaño. Sin embargo, la adaptación de la Casa Roja como un museo reveló un detalle sorprendente: un fresco pintado sobre uno de los muros de la cocina, con motivos de árboles y flores, y la frase "el mesón de los gorriones", considerado el único mural de Frida.



Un lugar que reúne la **fuerza creativa** de los **Kahlo**





“Nunca pinto sueños o pesadillas. Pinto mi propia realidad”, Frida Kahlo”

Museo Casa Kahlo abrió: ¿qué secretos descubre el hogar de Frida?

A diferencia de la famosa Casa Azul, la Casa Roja revela cosas que quizás no sabías sobre Frida Kahlo, la legendaria artista mexicana.

October 20, 2025 • [Beatriz Velasco](#)



Museo Casa Kahlo abrió: ¿qué secretos descubre el hogar de Frida?

Lalo Hermosilla Hanus

El nuevo museo dedicado a Frida Kahlo abrió hace un par de semanas y se ubica en Coyoacán (barrio que vio nacer y morir a una de las artistas mexicanas con mayor fama internacional). La casona se llama Museo Casa Kahlo y está en la calle de Aguayo 54, en la colonia del Carmen.



El nuevo museo de Frida Kahlo, la Casa Roja.

Christopher Armenta.

“El museo tiene olor a azares, toronjas, café de olla con canela y piloncillo... y son estas cuestiones lo que hacen que se detonen la memoria, es decir, como que de alguna manera expanden la conciencia, pero al mismo tiempo es retroactivo, porque lo que hace es que te permite incorporar en tu memoria lo que está sucediendo. Entonces, es un recorrido muy bonito porque de alguna manera estimula muchos sentidos que normalmente no son movilizados en una exhibición clásica de un museo”, explica Adán García Fajardo, director del recinto cultural.

“Enamórate de ti. De la vida. Y luego de quien tú quieras”, Frida Kahlo.”

Bajo la experta curaduría de Adriana Miranda, los tesoros de la vida cotidiana de los Kahlo son presentados con una inusual sensibilidad.

Christopher Armenta

México

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FRIDA KAHLO >

La Casa Roja, el refugio íntimo de Frida Kahlo, abre sus puertas como museo

En la residencia familiar de la artista mexicana se encontraron todo tipo de tesoros que se convirtieron en acervo para el nuevo espacio cultural



Nuevo museo de Frida Kahlo

02:05

El recorrido también invita a los visitantes a asomarse a los espacios donde Frida compartió momentos con sus seres queridos, como la cocina, que resguarda su único mural conocido. En contraste, el sótano funcionó como un refugio privado para la artista. Entre las salas también destacan objetos cotidianos como fotos, ropa, joyas, juguetes, perfumes, vasos y adornos, que permiten acercarse a la intimidad de su vida. A ellos se suman cartas que revelan la profunda cercanía entre Frida y su hermana Cristina, quien fue su principal cuidadora durante las dolorosas intervenciones quirúrgicas a las que se tuvo que someter.



Objetos cotidianos como fotos, ropa, joyas y adornos, que permiten acercarse a la intimidad de Frida Kahlo.

QUETZALLI NICTE-HA

LA CASA ROJA, EL NUEVO MUSEO DE FRIDA KAHLO EN CDMX: UBICACIÓN, HORARIOS Y BOLETOS

PUBLICADO 7 OCTUBRE, 2025 POR RAMIRO RAMIREZ

El recinto invita a conocer una etapa menos explorada de la artista, presentando una mirada íntima a su infancia y su entorno familiar, gracias a cartas y artículos personales



Un recinto para conocer más de cerca la vida de la pintora mexicana | Reuters



Los espectadores podrán ver otra parte de la vida de la pintora | Reuters

A diferencia de **la Casa Azul, que narra su trayectoria artística y su relación con Diego Rivera**, la Casa Roja se enfoca en la Frida íntima y familiar. Cada sala busca mostrar su conexión con Coyoacán, su formación en la fotografía y las influencias que marcaron su desarrollo creativo.

El objetivo del museo es presentar una narrativa más humana y cercana, permitiendo a los visitantes descubrir las raíces de una artista que transformó el dolor en expresión y el arte en identidad.

El proyecto es impulsado por la Fundación Kahlo, organización sin fines de lucro con sede en Nueva York, y **contó con el diseño del Rockwell Group, un estudio especializado en arquitectura e interiores.**

Arte y Cultura

Un nuevo museo en México revela el lado íntimo y familiar de Frida Kahlo

El Museo Casa Kahlo abrió sus puertas hace apenas una semana en Ciudad de México de la mano de una sobrina nieta y dos sobrinas bisnietas de la artista.



Una Frida Kahlo amorosa, cálida y dueña de un humor chispeante se revela en los objetos y espacios de un nuevo museo que celebra la vida de esta artista mexicana, más allá del dolor y la crudeza de muchas de sus famosas pinturas.

El Museo Casa Kahlo abrió sus puertas hace apenas una semana en Ciudad de México de la mano de una sobrina nieta y dos sobrinas bisnietas de la artista como un homenaje íntimo a una tradición familiar marcada por el arte y la sensibilidad social.

Te puede interesar: [Toda la saga de James Bond disponible en Prime Video para maratonear](#)

Los afectos, la delicadeza de muy distintas expresiones artísticas y el amor por las tradiciones mexicanas se combinan en las memorias y piezas exhibidas, rebosantes del espíritu de una familia donde las mujeres han marcado la pauta.

«Es una Frida tía, es una Frida hija, es una Frida situada en la intimidad y seguridad de una familia», explica Adán García Fajardo, director y parte del equipo fundador del Museo Casa Kahlo.



El nuevo museo dedicado a la famosa pintora tiene un área para retratarse junto a un retrato de ella. Foto: AFP



El nuevo museo de Frida está ubicado en el barrio Coyoacán de la capital mexicana. Foto: AFP



Una empleada del Museo Casa Kahlo muestra una de las salas de exhibición durante una visita guiada a las instalaciones del museo. Foto: AFP



La Casa Kahlo se sumerge en la intimidad de la gran pintora de la nación azteca. Foto: AFP

La estrecha relación con Cristina tiene un espacio importante dentro de la muestra, dado que la casa fue un refugio de «sororidad» para la pintora en momentos álgidos de su vida, tanto emocionales como relativos a su frágil salud.

«(Aquí) Frida se sentía segura, (...) venía a reposar del mundo de alguna manera, a distanciarse, a escuchar música, a crear, a escribir, a bocetar», dice García Fajardo.

En contraste con la Casa Azul, museo establecido en el que fuera hogar conyugal de Frida y el célebre muralista mexicano Diego Rivera, Casa Kahlo busca «desmonopolizar» su historia «construida desde visiones particulares y androcéntricas», sostiene el director.



Una mujer vende recuerdos de la pintora mexicana Frida Kahlo en la fachada del Museo Casa Kahlo, en el barrio de Coyoacán, Ciudad de México, el 3 de

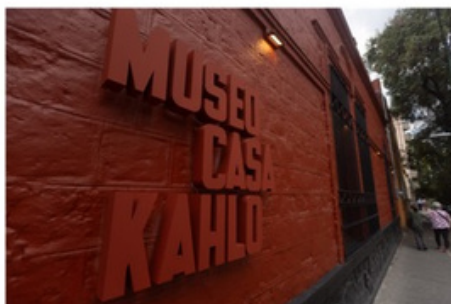


CULTURA

Todo lo que verás en la recién inaugurada Casa Kahlo de Coyoacán

COMUNICADORES CON SENTIDO SOCIAL AC

Oct 4, 2025 0



CDMX a 4 de octubre, 2025.- Esta casa roja, ubicada en Aguayo 54, Colonia Del Carmen en Coyoacán, ya está abierta al público desde hace apenas una semana para mostrar otra cara de Frida Kahlo: no la estrella del dolor, sino la hija, la hermana, la tía, la amiga cálida con risas, con cariño, con vida cotidiana. El Museo Casa Kahlo — creado por su sobrina nieta y dos sobrinas bisnietas— rescata memorias familiares, objetos íntimos, risas, sabores y el calor del hogar, todo eso que muchas veces queda escondido tras los grandes cuadros.

NOTICIAS DE MEXICO



CDMX

La Casa Roja: el nuevo rincón íntimo de Frida Kahlo en Coyoacán, CDMX

Este es el primer museo de la artista gestionado por su familia, mostrando su infancia, su hogar y su lado más humano.

Frida Kahlo: símbolo eterno de México

Nacida en Coyoacán en 1907, Frida Kahlo fue pintora, fotógrafa, escritora y **una de las figuras más influyentes** del arte moderno. Su obra, marcada por el dolor físico, la identidad y el amor, trascendió fronteras y la convirtió en símbolo de resiliencia e identidad mexicana.

Hoy, su legado continúa vivo en los espacios que habitó. La Casa Azul representa su arte, y ahora La Casa Roja **guarda su intimidad, sus afectos** y su historia familiar.





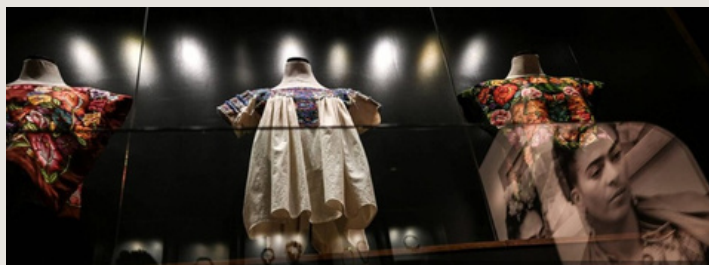
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Cultura

Un nuevo museo en México revela el lado íntimo y familiar de Frida Kahlo

«(Aquí) Frida se sentía segura, (...) venía a reposar del mundo de alguna manera, a distanciarse, a escuchar música, a crear, a escribir, a bocetar», dice García Fajardo.



«Al ver este museo sabes más sobre ella, como Frida, no como la artista, sino como la mujer que era (...). Siento que era un lugar muy suyo, donde podía ser ella misma», dice Aranza Vázquez, estudiante de 19 años, tras culminar su recorrido.

«Es una Frida tía, es una Frida hija, es una Frida situada en la intimidad y seguridad de una familia», explica Adán García Fajardo, director y parte del equipo fundador del Museo Casa Kahlo.

El autorretrato de Frida Kahlo que podría marcar un nuevo hito en la historia del arte

Su pintura 'El Sueño (La Cama)' podría convertirse en la obra más cara de una artista femenina vendida en una subasta

— El pigmento azul más antiguo de Europa obliga a reescribir lo que sabemos del arte prehistórico



Frida Kahlo.

Su casa familiar, convertida en museo

La noticia del autorretrato ha coincidido con la apertura de un nuevo museo sobre su figura. La familia de la artista ha abierto al público las puertas de la que fue la **casa de sus padres**, donde Kahlo y su marido, el reconocido pintor mexicano Diego Rivera, convivieron durante años. La vivienda ha sido reconvertida en un museo para que los visitantes puedan conocer un poco de la persona que estaba detrás de obras como *Unos cuantos piquetitos*.

“Era donde se refugiaba cada vez que se enojaba.

Es todo lo que realmente ella era, aparte de ser la artista. Los objetos y fotografías que vemos acá provienen solamente de archivos familiares”, ha explicado su sobrina nieta Mara Romeo Kahlo. La Museo Casa Kahlo está ubicada a tan solo unos metros de la icónica Casa Azul en la colonia Coyoacán, en el sur de la Ciudad de México.

SPIN / [Frida Kahlo](#) / [Arte](#)




Exposiciones

La casa de Frida Kahlo cobra vida como un nuevo museo sobre la artista: "La Casa Kahlo no es solo un museo, es un espacio que ha resguardado recuerdos"

Un espacio íntimo, restaurado y luminoso que revela la faceta más personal de la artista en la llamada Casa Roja



CARLA DOMÍNGUEZ
Periodista especializada en decoración y lifestyle

Comparte este artículo:   

07 DE OCTUBRE DE 2025, 16:00

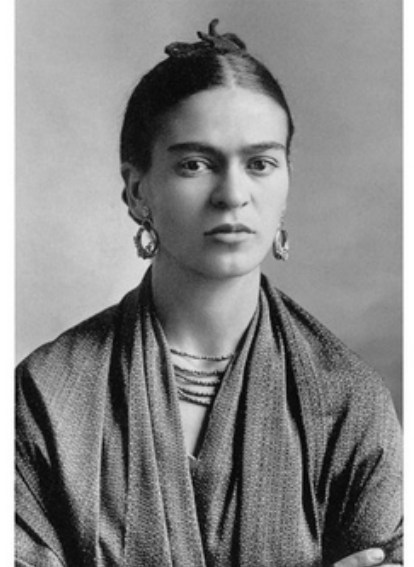


Una casa llena de la historia familiar de los Kahlo

En esta casa, Frida y Cristina fundaron *La Ayuda*, una organización sin fines de lucro que ofrecía apoyo a madres solteras, reflejando la empatía social y la fortaleza femenina que marcarían su vida. Tras la muerte de la artista, en 1954, la familia Kahlo siguió habitando la casa hasta 2023.

La Casa Roja, el nuevo museo de Frida Kahlo que abre sus puertas en México

El museo, con fachada de color rojo (de ahí su nombre) se puede visitar desde el 27 de septiembre. Una vivienda que Frida compró con sus padres en 1934 para su hermana y sus sobrinos. Durante décadas, funcionó como la base del hogar familiar y como un refugio cálido donde la artista regresaba con frecuencia a compartir comidas, risas y complicidad. "Los Kahlo eran una familia muy unida, y las relaciones de Frida con sus familiares, en particular con sus hermanas, le permitieron alcanzar su potencial como artista", explica Ileen Gallagher, directora creativa de la Fundación Kahlo.





FRIDA vuelve a unir a MÉXICO y SAN FRANCISCO en la nueva CASA ROJA Museo Casa Kahlo



Jonathan Moreno

hace 3 semanas



San Francisco Travel Association en Ciudad de México

El arte de **Frida Kahlo** volvió a tender puentes entre México y California este octubre del 2025, pues en la recién inaugurada **Casa Roja Museo Casa Kahlo**, se llevó a cabo un encuentro organizado por la **San Francisco Travel Association**, donde se presentaron las nuevas estrategias de promoción turística de la ciudad californiana con un enfoque muy especial: **seguir las huellas que Frida** dejó durante sus dos estancias en San Francisco.



Una FRIDA más LUMINOSA

Durante la presentación, **Rosalba Sabogal**, Country Manager para México de San Francisco Travel, compartió cómo surgió la idea de rescatar la relación entre **la artista mexicana y la ciudad**.

*“Cuando comenzamos esta aventura **hace casi dos años** —explicó—, encontramos una Frida distinta a la que solemos conocer; no la Frida trágica ni melancólica, sino una **Frida feliz**, plena y rodeada de artistas en una ciudad **abierta a la innovación**.”*



Frida como puente entre dos culturas

El evento en la **Casa Roja Museo Casa Kahlo** logró unir dos ciudades que comparten mucho más que historia y arte. Frida Kahlo fue el **hilo conductor de una narrativa** que celebra la creatividad, la diversidad y la conexión emocional **entre México y San Francisco**. Una vez más, su legado **inspira a cruzar fronteras**, explorar nuevas perspectivas y redescubrir el poder del arte **como motor de viaje**. ❖

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CULTURA

Documentación y procedencia, claves para autenticar obras de Frida Kahlo

© 25/09/2025

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AGUA CE



La Jornada

Yo y mis pericos' (1941), obra de Kahlo de la que se dijo que fue robada a un coleccionista en la Ciudad de México. Sin embargo, desde que el cuadro salió de la casa de la pintora, en Coyoacán, nunca volvió al país. La pieza se exhibió por última vez en 2021, en el Museo Whitney de Arte Estadunidense, en Nueva York. Imagen tomada de kahlo.org

”

Agregó que generalmente sorpresas de ese tipo hay varias. “Muchos lo han dicho: Frida Kahlo pintaba más muerta que viva, ya que aparecen siempre supuestos hallazgos y piezas inéditas”.

”

“Recordemos que después de la Virgen de Guadalupe, la imagen más importante también es Frida Kahlo, comparte ese tipo de misticismo.”

LA JORNADA



Q Buscar...

Abre en Ciudad de México la Casa Roja, un nuevo museo que revela el lado más íntimo de Frida Kahlo



📅 octubre 6, 2025 ⌚ 12:00 am



ARTÍCULOS

La otra casa de Frida: abre en México el museo que revela la vida íntima de los Kahlo

GABRIELA BIAGIO 29-09-2025

Por qué este espacio importa

- Porque **reivindica la memoria familiar**, no solo la artística.
- Porque abre puertas que estaban cerradas: el archivo privado, los objetos íntimos, los rincones desconocidos.
- Porque fortalece la narrativa de Coyoacán como el epicentro de la leyenda Kahlo.
- Porque invita a los visitantes a comprender que detrás del mito hubo una familia, una infancia y un linaje de afectos.

ARTÍCULOS

La otra casa de Frida: abre en México el museo que revela la vida íntima de los Kahlo

GABRIELA BIAGIO 29-09-2025

Hace poco se inauguró un espacio que promete reescribir la historia íntima de Frida Kahlo desde sus raíces familiares: el **Museo Casa Kahlo** (también llamado *Casa Roja*), ubicado en Coyoacán, Ciudad de México. Este nuevo museo, instalado en una propiedad que perteneció a los padres de Frida, abre una ventana inédita hacia la vida doméstica, el círculo de afectos, los inicios artísticos y los objetos que construyeron su identidad.

Una casa con memoria familiar

La sustancia de este nuevo museo parte de una historia poco conocida: el padre de Frida Kahlo, Guillermo Kahlo, adquirió esta casa **después de regalarle la icónica Casa Azul como obsequio de bodas**. Esa Casa Roja fue habitada por la familia durante años, y hoy emerge como un espacio complementario a la famosa Casa Azul, con otro tipo de énfasis: menos en la Frida pública o artística, y más en la Frida niña, hermana, hija. Se le llama "Casa Roja" no solo por su color sino por su simbolismo: **el corazón de la familia Kahlo**. Está muy cerca de la Casa Azul —a apenas unas cuadras— lo que refuerza esa relación física y simbólica entre ambos hogares.

El nuevo Museo Casa Kahlo revela sus raíces



Q por EFE, Q 26 de Septiembre de 2025, 06:00



OBRAS. Museo Casa Kahlo, que abrirá este sábado, está ubicado a tan solo a unos metros de la icónica Casa Azul. (Foto: Agencia EFE)

Este fin de semana abrirá al público la Museo Casa Kahlo, ubicada en lo que fuera la casa de los padres de Frida Kahlo, en Coyoacán, muy cerca de la icónica Casa Azul. El nuevo espacio busca mostrar la faceta más íntima y familiar de la artista mexicana, a través de fotografías, cartas y objetos personales que reflejan sus raíces y primeros pasos creativos.

Entre las piezas más destacadas se encuentran su primer mural pintado en la cocina de la casa y la *Charola de amapolas*, además de imágenes de su padre, Guillermo Kahlo, reconocido fotógrafo de la época por retratar obras arquitectónicas del Porfiriato.

Este nuevo museo también atenderá la alta demanda de visitantes que cada año acuden a la Casa Azul, con meses de espera para confirmación.

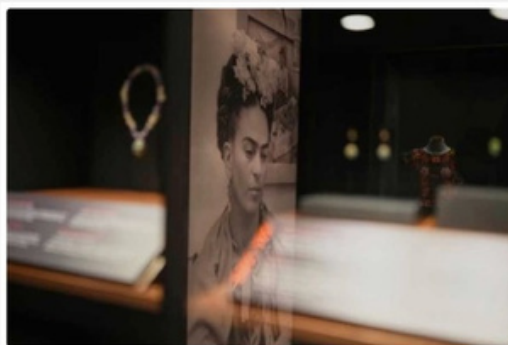


Tuesday 21 October 2025

Publicado en [CULTURA](#)

Museo Casa Kahlo: Los secretos más íntimos de la artista y su familia son revelados

Martes, 30 Septiembre 2025 00:01 Escrito por [Redacción](#)



En el sótano, es posible encontrar un microscopio de Frida, el cual era utilizado para observar las alas de diferentes especies de insectos



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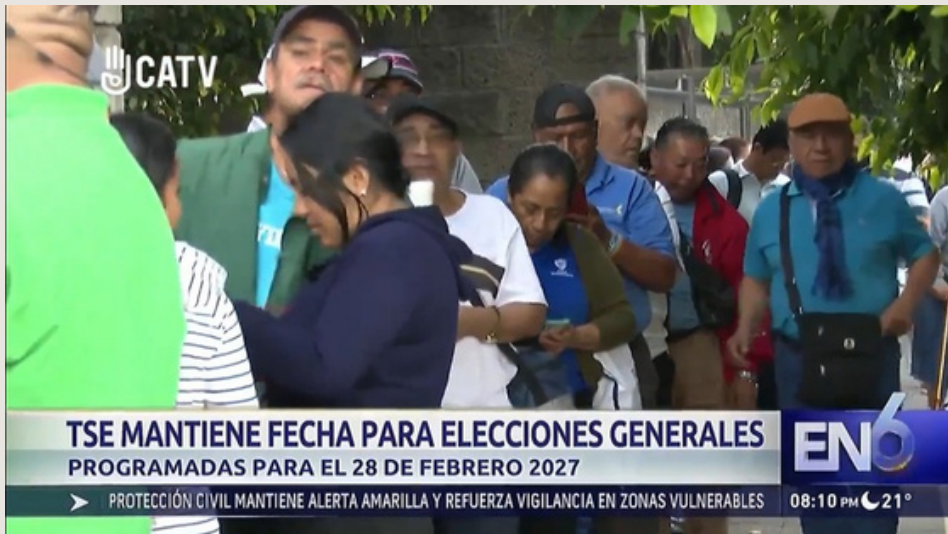
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The Kahlo House Museum helps us "to understand Frida in greater depth," says its director.

Published: December 15, 2025, 2:55 PM GMT



Frida Kahlo is a global icon of women's art, and one of her paintings has become the most expensive ever created by a woman. In an interview with RT, Adán García Fajardo, the founding director of the Kahlo House Museum, invites us to see another side of Frida: he talks about her childhood and her professional career as a painter and teacher, highlighting the role of her parents and Diego Rivera in her development as an artist and as a person. He also explains why the museum was created and what visitors can expect to find there.



[Download video](#)

RT

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Dediščina

Muzeju Fride Kahlo v Modri hiši se je pridružil Museo Casa Kahlo v Rdeči hiši njenih staršev

Vrata je odprl nov muzej v Ciudadu de Mexico

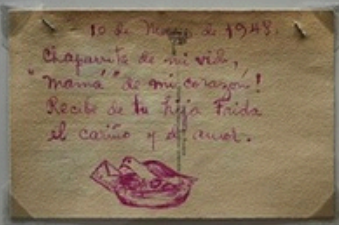
28. september 2025 ob 14.20 • Ciudad de Mexico - MMC RTV SLO, STA

P. G.


"Vsakič, ko se je počutila slabo ali se je s kom sprla, je prišla sem ter pisala in slikala v kleti," je ob odprtju novega muzeja Fride Kahlo v družinski Rdeči hiši v mehiški prestolnici dejala pranečakinja umetnice.

New York City, Mexico under the ma.

Archivo Isolda P. Kahlo

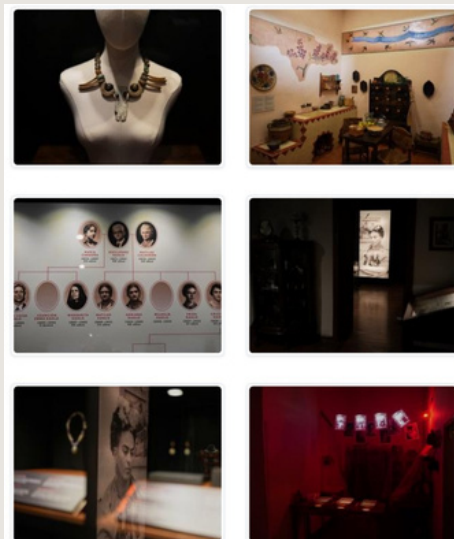


TARJETA DE FELICITACIÓN POR EL DÍA DE LAS MADRES ENVIADA POR FRIDA A SU HERMANA CRISTINA 10 de mayo de 1948 Archivo Isolda P. Kahlo



CRISTINA Y FRIDA KAHLO EN EL HOSPITAL FOR SPECIAL SURGERY DE NUEVA YORK Nicholas Muray 1948 Impresión de época Archivo Isolda P. Kahlo

V muzeju so med drugim razstavljeni umetnišine obleke, ljubezenska pisma in družinske fotografije. Foto: AP



Ustvarjalno zatočišče v kleti Rdeče hiše

Frida sicer ni živela veliko časa v tem domovanju svojih staršev, je pa v hiši pozneje živela njena leto dni mlajša sestra **Cristina** z družino. Kljub temu je bila Rdeča hiša zelo pomembna za umetnico. "Ta hiša je pomembna za Frido Kahlo, saj je bila njeno zatočišče," je za nemško tiskovno agencijo DPA še povedala njena pranečakinja **Mara Romeo**, ki se je pred dvema letoma izselila iz te znamenite hiše.



Frida Kahlo (1907–1954). Foto: AP



lfm



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CULTURE

"La Maison rouge": un nouveau musée Frida Kahlo ouvre à Mexico



Publié il y a 3 semaines, le 29 septembre 2025
De **Keystone-ATS**

Vue de la chambre de Cristina Kahlo, la sœur cadette de Frida Kahlo, dans le nouveau musée Casa Kahlo, une maison achetée par le père de Kahlo après avoir offert la célèbre Casa Azul à sa fille Frida comme cadeau de mariage, à Mexico. (© KEYSTONE/AP/Eduardo Verdugo)

Lettres d'amour, photos et vêtements: Mexico inaugure un nouveau musée Frida Kahlo. Il expose les souvenirs intimes de la famille de l'artiste emblématique. Le Museo Casa Kahlo, surnommé "Maison rouge", a ouvert ses portes au public samedi dernier.

LFM - SWITZERLAND



Kunst

Neues Frida-Kahlo-Museum eröffnet in Mexiko-Stadt

In Mexiko-Stadt gibt es ein neues Frida-Kahlo-Museum. Dort werden intime Familienerinnerungen der Künstlerin aufbewahrt. Das Museo Casa Kahlo, auch als das „Rote Haus“ bekannt, öffnet ab morgen seine Türen für Besucher. Das Museum will zeigen, was hinter den roten Mauern lange verborgen blieb.

26.09.2025

 Abonnieren



In Mexiko-Stadt wurde ein neues Museum zu Ehren der Künstlerin Frida Kahlo eröffnet, auch bekannt als das „Rote Haus“. (picture alliance / dpa / Andrea Sosa Cabrios)

A la Une › Patrimoine › À Mexico, la demeure des Kahlo devient musée

MEXIQUE - MUSÉE

À Mexico, la demeure des Kahlo devient musée

PAR LEJOURNALDESARTS.FR - LEJOURNALDESARTS.FR

LE 1 OCTOBRE 2025 - 451 mots

MEXICO / MEXIQUE

La Casa Roja expose archives, fresque et objets personnels pour éclairer la vie intime et familiale de Frida Kahlo à Mexico.



Le Museo Casa Kahlo à Mexico.
© Museo Casa Kahlo

Mexico a inauguré il y a quelques jours le Museo Casa Kahlo, dit « Casa Roja » (Maison rouge), situé dans le quartier de Coyoacán et porté par la famille de **Frida Kahlo**. Installé dans sa demeure familiale, le musée propose une approche centrée sur la dimension intime et domestique de l'artiste, en complément du récit offert par le **Musée Frida Kahlo** à la Casa



ARTE, MOSTRA

APERTO IL MUSEO CASA FRIDA KAHLO A CITTÀ DEL MESSICO

09/10/2025

APERTO IL MUSEO CASA FRIDA KAHLO: UN NUOVO CAPITOLO SI APRE NELLA STORIA DELLA PITTRICE, UNA DELLE ARTISTE PIÙ AMATE, ENIGMATICHE E ICONICHE DEL XX SECOLO. DOPO ANNI DI ATTESA LA FAMIGLIA KAHLO HA DECISO DI CONDIVIDERE CON IL MONDO UNA PARTE FINORA INEDITA DEL SUO PREZIOSO PATRIMONIO ARTISTICO E PERSONALE.





A Experiência no Museo Casa Kahlo

Os visitantes podem explorar um ambiente que mistura exposições tradicionais com elementos audiovisuais. O espaço inicial destaca a influência do pai de Frida, Guillermo, através de suas fotografias e uma recriação de seu laboratório fotográfico. A narrativa do museu também foca nas relações de Frida com as mulheres de sua família, utilizando cartas que foram transformadas em gravações de áudio e projeções.

O museu, carinhosamente chamado de **Casa Roja** pela família, oferece uma experiência mais íntima em comparação à Casa Azul, que é maior e mais conhecida. Durante a cerimônia de abertura, Mara Romeo Kahlo destacou que o novo museu representa Frida em sua essência, mostrando seu lado humano, suas alegrias e tristezas.

Restaurações e Destaques

O espaço inclui uma cozinha restaurada que mantém o visual original, destacando um mural de Frida que foi redescoberto após anos. A restauração revelou detalhes que mostram a presença constante de seus alunos em sua vida. O porão da casa, onde Frida se retirava para pintar, é um dos pontos altos da visita, oferecendo um vislumbre da energia criativa da artista.

O Museo Casa Kahlo também está vinculado à **Fundación Kahlo**, uma organização sem fins lucrativos que busca apoiar o museu e promover a arte latino-americana. A família Kahlo continua lutando pelo controle da imagem da artista, que tem sido objeto de disputas ao longo dos anos.

Com a abertura do Museo Casa Kahlo, a história de Frida Kahlo ganha uma nova dimensão, enfatizando a importância dos laços familiares e as experiências que moldaram sua vida e obra.

A **inauguração do Museo Casa Kahlo**, em Coyoacán, ocorreu no dia **27 de setembro de 2025**, em um espaço que pertenceu à família Kahlo por quatro gerações. O museu é dedicado à juventude e à vida familiar da icônica artista mexicana Frida Kahlo. Localizado a poucos minutos da Casa Azul, o novo espaço apresenta uma coleção de objetos pessoais e correspondências que revelam os laços familiares da artista.

O projeto do museu é resultado de mais de dez anos de esforços da família Kahlo, conforme explica Mara de Anda Romeo, bisneta de Frida. A coleção é composta por itens do arquivo de Isolda Kahlo, filha de Cristina, irmã de Frida, que manteve esses objetos em privado por muitos anos antes de organizá-los. Entre os itens estão cartas e objetos do cotidiano que foram cuidadosamente restaurados para exibição.



Notícia 

Cultura / [Artes](#)

Frida Kahlo ganha novo museu na Cidade do México que explora suas origens familiares; saiba como é

Museo Casa Kahlo, também conhecido como a casa vermelha, quer promover identidade que a formou como artista. Lugar traz mural que deve ser único já criado por Frida

Apri il nuovo “Museo Casa Kahlo”, scrigno di segreti familiari e memorie intime

Una nuova finestra sulla vita di Frida Kahlo: non più solo artista, ma figlia, sorella, donna. Un racconto che si snoda tra stanze, lettere, dipinti e oggetti

Mena Grimaldi
06 ottobre 2025



Sito del Museo Casa Kahlo

FRIDA KAHLO

3 minuti di lettura

AGI - Un nuovo capitolo si apre nella storia di **Frida Kahlo**, una delle artiste più amate e iconiche del XX secolo. Dopo anni di attesa e silenzio, la **famiglia Kahlo** ha deciso di condividere con il mondo una parte finora inedita del suo patrimonio e apre ufficialmente al pubblico il “**Museo Casa Kahlo**”, situato nel quartiere Carmen di Coyoacán, a pochi minuti dalla Casa Azul, a Città del Messico.

Il nuovo museo occupa l’abitazione che appartenne ai genitori di Frida, **Guillermo Kahlo** e **Matilde Calderón**. Un luogo che la giovane Frida conosceva bene: fu qui che trovò rifugio da bambina e poi da adulta, durante momenti delicati della sua vita, lontano dalle luci della ribalta. La casa, dipinta interamente di rosso, “il colore del cuore della famiglia Kahlo”, come ha spiegato la pronipote **Mara Romeo Kahlo** all’AP, è rimasta nelle mani dei discendenti della famiglia fino a due anni fa.



Sito

La Frida più intima

Il direttore del museo, **Adán García**, ha sottolineato che lo spazio offre “un approccio più umano” alla figura di Frida. “Qui si vede la bambina che combatteva contro la **poliomielite**, che amava suo padre, sua madre e che aveva un legame indissolubile con sua sorella **Cristina**.”

Il rifugio segreto di Frida

Nel seminterrato della casa, descritto come il **rifugio segreto di Frida**, si trova il **microscopio** con cui da piccola osservava le ali degli insetti, insieme a una collezione di **ex voto** dipinti da lei e bambole asiatiche acquistate durante un viaggio a San Francisco. “Era il suo spazio di pace,” ha detto all’AP, Mara Romeo Kahlo, “qui veniva quando litigava con **Diego Rivera**.”

Tesori inediti e murales nascosti

Tra le scoperte più sorprendenti c’è una serie di **murales floreali** dipinti da Frida stessa nella cucina della casa. Coperti durante lavori di modernizzazione e ora restaurati, i murales accompagnano la scritta “**la locanda dei passeri**”, un gioco di parole che riflette l’ospitalità caotica e calorosa della famiglia. Non mancano anche tesori inediti come **Un Vassoio di Papaveri**, una delle prime opere di Kahlo, e uno **specchio** che l’artista fece realizzare appositamente per una mostra a New York.

Le donne dietro Frida: Matilde e Cristina

Il museo dà anche voce a figure storicamente messe in ombra, come la madre **Matilde**, la prima a indossare fiori tra i capelli, e la sorella **Cristina**. “l’altra metà del cuore di Frida”, secondo García. Cristina fu anche una donna impegnata socialmente, fondatrice di un’associazione che aiutava centinaia di **madri single** a Città del Messico.



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Open app

Museo Casa Kahlo: The newest Mexico City museum for Frida fans

This museum, located in a former Kahlo family home in Mexico City's Coyoacán neighborhood, focuses on what Frida Kahlo's family connections meant to her.



STEPHANIE THURROTT AND PAUL THURROTT
OCT 31, 2025



8



2



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The long-standing Museo Frida Kahlo, which showcases her life and work, is one of the most popular tourist attractions in Mexico City, and it's worth a visit, as is the studio museum in San Angel, Museo Casa Estudio Diego Rivera y Frida Kahlo

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CULTURE

NEW MUSEUM DEDICATED TO FRIDA KAHLO IN MEXICO EXPLORES ARTIST'S FAMILY LIFE

The Casa Kahlo museum in Mexico City, built in Kahlo's parents' home, displays nine of her works and a plethora of personal items.



By ASP
06 Oct, 2025

f X

A newly opened museum in Mexico City invites visitors into Frida Kahlo's private world, highlighting her family life and personal warmth rather than the anguish that dominates her art.



Artist Frida Kahlo's painting table at her family home in Mexico City. The home has been converted into the Casa Kahlo museum by her descendants. Photo: Reuters.

A new Frida Kahlo museum reveals a warm and loving side of the famed Mexican artist, giving visitors a look at her private life beyond the pain and rawness of her well-known works. The Casa Kahlo museum, opened a week ago by Kahlo's descendants in Mexico City, is imbued with the spirit of a family where women set the tone.

"She's aunt Frida, daughter Frida, a Frida situated in the intimacy and security of family," said Adan Garcia Fajardo, director of the new museum.



Jewellery and ornaments owned by Frida Kahlo on display at Mexico City's Casa Kahlo museum. Photo: Reuters.

Located in a building that was once Kahlo's parents' home and later her sister Cristina's home, it hosted lively gatherings of family and friends and was a studio for young painters studying with Kahlo. The exhibition includes nine original works and countless personal items, as well as photographs taken by Kahlo's father Guillermo.

"Visiting this museum, you learn more about Frida not as an artist, but as a woman," 19-year-old student Aranza Vazquez said after her visit. "I feel like it was a place that belonged to her, where she could be herself."



IMAGES-AGENCE FRANCE PRESSE

Year-Enders 2025: 15 incredible new things you must try around the world in 2026

Discover the 15 most incredible new things to do around the world in 2026 – from immersive art installations and whale sanctuaries to solar eclipse festivals, new museums, global trails, and more. Your ultimate 2026 travel bucket list starts here.

From mind-bending art installations and major cultural unveilings to rare celestial moments and thrill-seeking adventures, 2026 is shaping up to be a landmark year for travellers. Here are the top 10 coolest new things to experience across the world in 2026, distilled from Time Out's curated list of 26 standout picks. Ready to rewrite your bucket list?

1. Walk Through a Giant Cavern Artwork in Central Paris – France

In June 2026, artist JR will transform Paris's historic Pont Neuf into a fantasy cave. Massive rock-like structures will wrap the iconic bridge, creating an immersive, quarry-inspired tunnel you can freely walk through from June 6 to 28.

2. Celebrate a Four-Day Solar Eclipse Festival – Iceland

From August 12–15, Iceland's Snæfellsnes Peninsula will host a mystical festival dedicated to the rare total solar eclipse. Expect music, art, tech, intimate gatherings, and—during two minutes of darkness—the experience of a lifetime.

3. Discover a New Frida Kahlo Museum – Mexico City, Mexico

A few minutes from Casa Azul, Museo Casa Kahlo—opened by Kahlo's descendants—offers an intimate look at her personal world, showcasing her childhood belongings, letters, objects, and rotating exhibitions of Latin American artists.

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'Digital twins' of Frida Kahlo paintings could transform how we collect art

The U.S.-based Kahlo Foundation is promoting the idea — and some in the collectibles world think it could be the wave of the future

By Charles Passy [Follow](#)

Last Updated: Dec. 13, 2025 at 2:54 p.m. ET
First Published: Dec. 9, 2025 at 12:41 p.m. ET

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A woman sells souvenirs depicting Mexican painter Frida Kahlo outside the recently opened Museo Casa Kahlo in Mexico City.
PHOTO: AFP VIA GETTY IMAGES

What, exactly, is a digital twin? John Auckland, a co-founder of LMNL, the platform that is working with the Kahlo Foundation on this effort, described it as an "evolution" of the NFT (or nonfungible token), referring to the [blockchain technology that can "tokenize" a work of art](#) or other collectible (or any number of other entities, for that matter).

Auckland explains that the digital twins LMNL creates represent not just the work of art, but also all the documentation that certifies its provenance, such as bills of sale. In Auckland's view, the twin becomes the ultimate certificate of authenticity — and the owner of the twin retains an important connection to the original work as a result, even if they no longer own the actual art.

"You get to be part of the painting's story," Auckland said.



Frida Kahlo's self-portrait, "Diego and I," sold for \$54.9 million in 2023 at a Sotheby's auction. But this past month, that mark was shattered when "The Dream," another painting of hers, sold for \$54.7 million, also at Sotheby's.
PHOTO: GETTY IMAGES FOR SOTHEBY'S

Can a one-of-a-kind painting ever become two-of-a-kind?

That's the essential question being raised by the Frida Kahlo Foundation — or Fundación Kahlo, as it's known — a U.S.-based organization that honors the life of the Mexican-born artist (1907-1954) whose paintings have become increasingly prized by collectors throughout the world. Just weeks after Sotheby's sold a [Kahlo self-portrait for \\$54.7 million](#), which set a record for a work by a female artist, the foundation has announced an initiative to create "digital twins" of Kahlo paintings using blockchain technology.

It's an effort born from a practical dilemma. [Mexican federal law](#) prevents culturally significant work by artists such as Kahlo from leaving the country. So that has made it challenging to convince global collectors to donate paintings to organizations like the Kahlo Foundation, which supports Museo Casa Kahlo, a [newly opened museum in Mexico City](#). In effect, the paintings are "repatriated" once they return to Mexico, and they can't go back on the global market.

What Is The Blockchain

Ultimately that makes it difficult for the foundation to realize its vision of showcasing Kahlo paintings at the museum. The new museum is a separate entity from Museo Frida Kahlo, an already established Mexico City institution that displays Kahlo's work.

So, the foundation is trying to appeal to potential donors with something of a have-your-cake-and-eat-it-too pitch. A collector can effectively gift a Kahlo painting — and receive a tax deduction in the process — but have the digital twin as a separate form of ownership.

It might seem like a stretch, but Kahlo Foundation Chair Rick Miramontez says it will make sense to a certain kind of new-school, tech-savvy collector and donor.

"There's a younger generation who would be into it," he told MarketWatch.

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PHOTO: AFP VIA GETTY IMAGES

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Frida Kahlo's "The Dream" sold for \$54.7 million at a Sotheby's auction this past month, setting a new record for a work by a female artist.
PHOTO: AFP VIA GETTY IMAGES

LMNL has ambitions beyond its work with the Kahlo Foundation. Auckland explained, noting that it has begun the process of obtaining rights to paintings by other prominent artists. The technology has unlimited possibilities, he said: "We believe this could create a digital twin of the 'Mona Lisa.'"

Not that NFT technology is exactly new. It's been used to some extent before in the art world, with [laCollection](#), another platform, having partnered with institutions such as the [British Museum](#) and [MFA \(Museum of Fine Arts, Boston\)](#) on NFT projects.

NFTs have also made their way into the world of other collectibles, perhaps most notably in sports. [The NBA Top Shot program](#) was an early prominent example.

"We believe this could create a digital twin of the 'Mona Lisa.'"

— John Auckland, co-founder of LMNL, a digital platform

But some say the once-hot idea of tokenizing collectibles has lost its faddish appeal.

"Now we turn away digital collectibles. The market is so down," said Michael Provenzale, production manager for the sports department at Heritage Auctions, a prominent auction house.

Still, Rob Petrozzo, co-founder of Rally, a platform that specializes in fractional ownership of collectibles, thinks that NFTs — and digital twins in particular — have room to grow, particularly because there's such demand these days for rarities of all kinds.

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Petrozzo said the digital twins could have their own legitimate value — potentially equivalent to or beyond the original — because collectibles are "a space that everybody wants access to."

But is a twin, even of that one-of-a-kind Kahlo painting, truly a collectible in its own right? Stephen Fishler, a collectibles expert and the CEO of ComicConnect, has his doubts. The twin is a conceptual idea, Fishler says, whereas the painting is the real deal — something on canvas and in a frame.

"That's what you want to own," he said.

WALL STREET JOURNAL
(WSJ)
MARKETWATCH



TRAVEL INSPIRATION > ART + CULTURE

By Bailey Berg • September 27, 2025

A First Look At the New Frida Kahlo Museum in Mexico City

The Museo Casa Kahlo, spearheaded by Kahlo's descendants, focuses on her early years.



The new Frida Kahlo museum is adjacent to the famed Casa Azul in the Coyoacán neighborhood of Mexico City. Photo by Rafael Gamo/Courtesy of [The New York Times](#)



Museo Casa Kahlo, also called Casa Roja (Red House), has opened its doors as a museum in Mexico City, offering a new window into Frida Kahlo's intimate and family life beyond what the familiar Casa Azul (Blue House) depicts.

The museum, located just steps away from Casa Azul in the Coyoacán neighborhood, was originally the home of Frida Kahlo's parents and later of her sister Cristina. Until just two years ago, direct descendants of the Kahlo family lived there, where they catalogued and preserved personal belongings before turning the property into a museum.



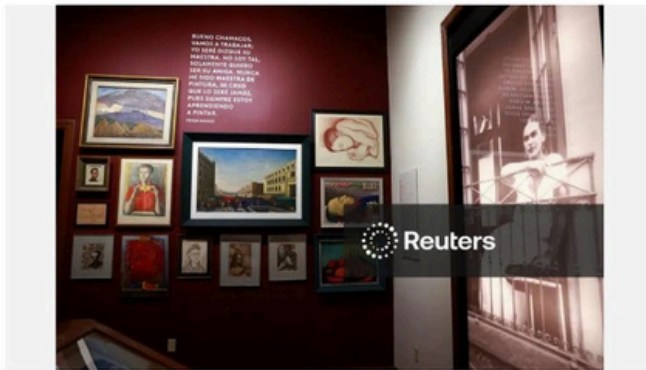
Visitors can explore the Kahlo basement, a favorite refuge of Frida where she used a microscope to study insects. (@Ancher_Politics/X)

The new museum intends to broaden Kahlo's image beyond her art and mythologized fame by revealing intimate details about her close-knit family.

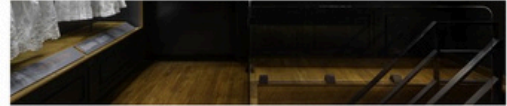


Frida Kahlo's family to open museum in Mexico City showcasing artist's legacy

Thursday, 25th September 2025, 20:39 UTC



Paintings belonging to Kahlo's family are displayed at the Museum Casa Kahlo, the new museum announced by Frida Kahlo's family, aimed at preserving and displaying art and objects collected by the iconic painter, widely recognized as one of Mexico's most influential cultural figures, in Mexico City, Mexico September 25, 2025 REUTERS/Raquel Cunha



The new Frida Kahlo museum is adjacent to the famed Casa Azul in the Coyoacán neighborhood of Mexico City. Photo by Rafael Gamo/Courtesy of Rockwell Group

Nearly 70 years after her death, Frida Kahlo remains one of the most recognizable, and mythologized, figures in art history. Though her face, framed by bold brows and often floral headdresses, frequently adorns everything from **mural walls** to tote bags, less is known about the making of the artist. However, a new museum in Mexico City is attempting to change that by sharing a new chapter in her story.

Opened September 27 in the heart of the Coyoacán neighborhood of Mexico City, the **Museo Casa Kahlo**—also known as Casa Roja—offers an intimate counterpoint to the famous Casa Azul, Kahlo's longtime residence and more recently a popular museum (officially known as Museo Frida Kahlo). The two museums are adjacent to each other.

While Casa Azul focuses on her adult life, including her artistic achievements and her marriage to Diego Rivera, a famed Mexican muralist, the new museum delves into her early years and the familial influences that shaped her (with a strong focus on her father, Guillermo Kahlo, a photographer who is **often credited** for nurturing his daughter's artistic passion). The project is spearheaded by Kahlo's descendants, including her grand-niece Mara Romeo Kahlo and great-grand-nieces Frida Hentschel Romeo and Mara Deanda Kahlo, who aim to present a more personal and comprehensive narrative of Kahlo's life.



最近，藝術家 Frida Kahlo（弗里達·卡蘿）的一幅畫作《夢境（床）》（El sueño (La cama)），近日在蘇富比拍賣中以約 5,470 萬美元成交（約新台幣 17 億、港幣 4.3 億），突破拉丁美洲藝術家拍賣紀錄，也躍升為史上最昂貴的女性藝術家作品，再度引發全球對她的討論；而近日一處以 Frida「家族生活」為主題的新博物館 Museo Casa Kahlo，也在墨西哥城開幕。這棟「紅屋」（Casa Roja）和 Kahlo 家族有深厚淵源，雖然不是 Frida 的主要居所，卻讓我們從



Museums & Heritage // News

New Frida Kahlo museum, focused on the artist's youth and family life, opens in Mexico City

Museo Casa Kahlo is located a short walk from the popular Casa Azul museum in the Coyoacán neighbourhood, in a home long owned by members of the Kahlo family

Constanza Ontiveros Valdés

2 October 2025

To the Kahlo family, Museo Casa Kahlo extends to the recently established New York-based non-profit Fundación Kahlo, which supports the museum and champions Latin American art. "This is part of the family's fight to tell a story that was denied to them," says Adán García Fajardo, the Museo Casa Kahlo's director. (The Kahlo family has long contested the control of the artist's image by the Frida Kahlo Corporation, which holds international rights.)

Although uneven in some aspects, the museum conveys a universal truth: family bonds are everything, especially in hardship. This is what most humanises Frida's mythical figure.

The house's basement, accessible via a steep staircase, is where Frida once retreated to paint and write. One room displays framed family letters revealing Frida's affectionate, tender side.

"Isolda, my dear, this is a gift from your aunt Fisita, who adores you, in recognition of your good behaviour and the path you are beginning," reads a 1945 letter from the artist. An adjacent room re-creates a studio space with *ex-votos* (devotional images), one by Frida.

"Her hidden basement is the heart of the experience: a candlelit space where Frida's creative energy feels tangible," says the architect David Rockwell, who designed this and other spaces in the house, including the courtyard. (The Mexican architect Mariana Doet Zepeda Orozco oversaw renovations.)



The museum dedicated to the life and work of Mexican artist Frida Kahlo has expanded into the former home of her sister, where exhibitions designed by Rockwell Group offer glimpses into the artist's private life.

The residence in Mexico City known as Casa Biya has been transformed into a museum by architect Mariana Domínguez Zepeda-Dresner, with experience and exhibit design by Rockwell Group, and graphic design and creative direction by Pentagram and Drew Callagher.



The former driveway of Casa Biya was converted into the museum's entrance. This photo and main image are courtesy of Museo Casa Kahlo.

Now named Museo Casa Kahlo, the space is operated by Fundación Kahlo and contains an array of personal artifacts — handwritten letters, photographs, clothing and more — that “tell the untold story of Frida’s day-to-day life”.

“The house tells the previously untold story of Frida as a daughter, sister, aunt, and friend, outside of the confines of her life as a partner to Diego Rivera,” said Rockwell Group.



Historical family photos help to paint a picture of life in the residence.

Visitors enter the museum from the street, where the former driveway is converted into a hallway with a ticketing desk fabricated by artisans in Guadalajara and historical photographs that line the walls.

The courtyard beyond was restored based on family photos, which included rebuilding a curved corner stair that was previously lost.



Exhibits in the recreated rooms tell the artist's personal story through letters and artifacts.

“Our scope includes the visitor arrival experience, the entry garden and the basement space — a recreation of the room that served as Frida’s hidden studio — never seen by the public,” said the studio.

“Filled with Frida’s various collections, ephemera, and paints, it’s an evocative focal point of the museum.”



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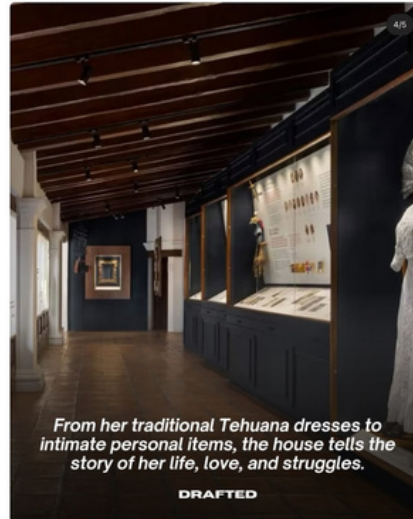


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Frida Kahlo's family home in Mexico City opens as Museo Casa Kahlo



Dan Howarth | 16 November 2025 | 5 comments

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The museum dedicated to the life and work of Mexican artist Frida Kahlo has expanded into the former home of her sister, where exhibitions designed by Rockwell Group offer glimpses into the artist's private life.

The residence in Mexico City known as Casa Roja has been transformed into a museum by architect Mariana Doet Zepeda Orozco, with experience and exhibit design by Rockwell Group, and graphic design and creative direction by Pentagram and Ileen Gallagher.

BLU RADIO

Estación Ferroviaria en Estambul. Foto: Time Out.

EN VIVO
Social Visual

Por: Redacción BLU Radio | 14 de Dic, 2025

Actualizado: 14 de dic, 2025

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La revista **Time Out** presentó su lista anual de las **"26 mejores cosas nuevas para hacer en el mundo en 2026"**, un compilado que, según la publicación, reúne **"las experiencias más emocionantes** que abrirán o se estrenarán el próximo año". El ranking incluye arte, naturaleza, cultura e innovación turística. La selección está pensada para viajeros que quieren planear con anticipación.

Entre las novedades resaltan **intervenciones urbanas, rutas históricas, museos futuristas y festivales globales**. Time Out aseguró que su objetivo es "inspirar a explorar el mundo a través de actividades inéditas". Además, destacan que el 2026 será un año marcado por grandes aperturas y celebraciones especiales.

Latinoamérica aparece con tres experiencias destacadas

La región suma presencia en el listado con **México, Dominica y Brasil**. Time Out afirmó que estas opciones "demuestran la diversidad cultural y natural de Latinoamérica". Las propuestas incluyen arte icónico, conservación de fauna y la posibilidad de dormir dentro de un museo al aire libre.

BLU RADIO

Frida Kahlo's Mexico City Family Home Opens as the New Museo Casa Kahlo

Known as "Casa Roja," the home was originally purchased by the artist's parents and passed down through generations of the family.



HYPEBEAST

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Nov 26, 2025 4.7K

Summary

- Museo Casa Kahlo has opened in Mexico City, transforming Frida Kahlo's lifelong family home, affectionately known as "Casa Roja," into a public museum
- Designed by Rockwell Group, Pentagram, and Ileen Gallagher, the space features personal artifacts telling the "untold story of Frida's day-to-day life" outside her relationship with Diego Rivera
- Operated by Fundación Kahlo, the museum offers an intimate look at Frida's roles as a daughter, sister, and friend, focusing on her humanity and family legacy

[Mexico City](#) now hosts a powerful new cultural landmark with the opening of Museo Casa Kahlo, the dedicated family home of legendary artist [Frida Kahlo](#), re-envisioned as a public museum. Operated by Fundación Kahlo, the space offers an intimate and comprehensive look at the artist's life away from the public eye and her famous relationship with Diego Rivera.

HYPEBEAST

ACCUEIL > INSPIRATIONS > CULTURE >

À Mexico, la maison d'enfance de Frida Kahlo devient un musée entièrement consacré à l'artiste

JEUDI 11 DÉCEMBRE 2025 | INGRID BOINET

À MEXICO, LA CASA ROJA, ANCIENNE DEMEURE FAMILIALE DE FRIDA KAHLO, ACCUEILLE DÉSORMAIS UN MUSÉE ENTièrement CONSACRÉ À L'ENFANCE DE L'ARTISTE.



Mexico compte désormais un second **musée Frida Kahlo** : la Casa Roja. Moins connue que la célèbre Casa Azul, cette demeure familiale propose un regard différent sur l'artiste mexicaine, en mettant l'accent sur son enfance, son entourage et les influences qui ont façonné son art.



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Une approche complémentaire à la Casa Azul

La Casa Roja ne se veut pas concurrente de la Casa Azul, mais plutôt son complément. Alors que cette dernière met l'accent sur la vie adulte de Frida, sa carrière artistique, sa relation avec Diego Rivera et ses problèmes de santé (dus à son poliomyélite et son accident de bus), la « maison rouge » se concentre sur son enfance, son entourage familial et ses racines culturelles.



Le parcours s'organise autour de quatre thématiques : l'enfance de Frida, la vie familiale, l'héritage culturel, et le lien avec le muralisme mexicain. Le sous-sol, conçu comme un « sanctuaire », expose ses premiers objets d'étude : un microscope, une collection d'insectes et divers spécimens naturalisés.

Des pièces inédites exposées


Le musée expose des objets rares ayant appartenu à la peintre : carnets manuscrits, lettres, jouets, vêtements traditionnels, mais aussi sa première peinture à l'huile et la seule fresque murale connue de l'artiste, récemment restaurée dans la cuisine.


Par ailleurs, une section entière est consacrée à ses liens familiaux. Le visiteur peut ainsi en apprendre plus sur Guillermo Kahlo, son père photographe qui a grandement influencé sa sensibilité artistique, dont le studio et la chambre noire ont été reconstitués. Le musée dévoile également plus de détails sur Matilde Calderón, sa mère, et Cristina, sa sœur, avec qui Frida entretenait une relation épistolaire très forte.

Museo Casa Kahlo
Aguayo 54, Col. Del Carmen
Quartier de Coyoacán
muscocasakahlo.org

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 Photograph: Iceland Eclipse

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3. See a new side of Frida Kahlo



 Photograph: Rafael Gamo for Rockwell Group

Mexico City, Mexico

When we say ‘Frida Kahlo museum’, you probably think of Casa Azul, the brilliant blue home-turned-exhibition-and-archive where the artist was born. However, at the end of 2025, the first-ever museum run by Kahlo’s own descendants opened in Casa Roja. It used to be owned by her parents and is now home to an intimate collection of Kahlo’s belongings like dolls, clothing, jewellery, photos and letters, as well as space for rotating exhibitions from Mexican, Latin American and women artists. It’s called Museo Casa Kahlo, and it’s a five-minute walk from Casa Azul.

 Discover the best things to do in Mexico City.

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CHARTING NEW PATHS FORWARD.

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BOOKS EXPERIENCES WINERIES



Museo Casa Kahlo

Mexico City, Mexico

The recently opened Museo Casa Kahlo gives a unique look into Frida Kahlo's early life, family and creative growth. Located in the historic Casa Roja, once home to Kahlo's parents and later her sister, the museum features personal artifacts, childhood artwork and a newly discovered mural, all shedding light on the relationships and experiences that shaped her. With the Kahlo family's voice at its center, Museo Casa Kahlo invites visitors to discover new stories, family treasures and contemporary art, deepening the world's understanding of Kahlo's legacy.

JP MORGAN PRIVATE BANK NEXT LIST 2026

jpmorgan 

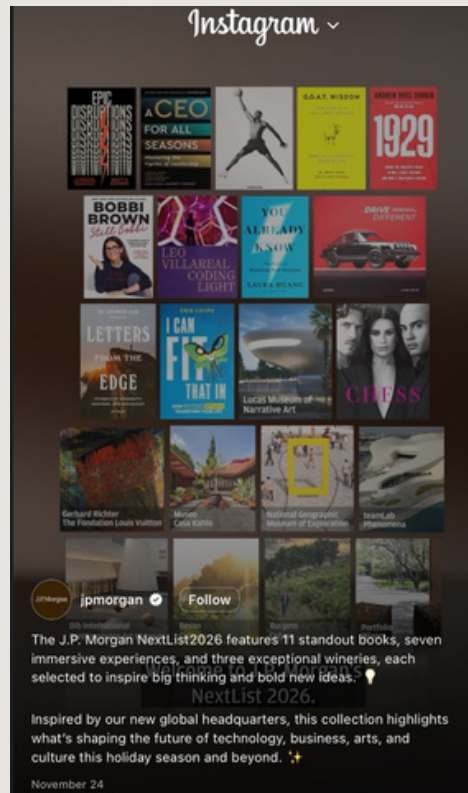


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Travesías

Lo último

Lo que debes saber del nuevo Museo Casa Kahlo en CDMX

Lo que verás en esta casa es una versión de Frida femenina, amorosa y cercana a su familia.

POR: PAULINA ESPINOSA

01 OCT 2025



La tienda del museo está espectacular. Fotos: Pau Espinosa

En la Ciudad de México siempre hay algo nuevo por descubrir, pero pocas aperturas han generado tanta expectativa como la del Museo Casa Kahlo, que pronto será conocido como La Casa Roja. Si ya fuiste a la icónica Casa Azul en Coyoacán, prepárate porque este espacio ofrece una mirada muy diferente y mucho más íntima a la vida de Frida. Aquí te explicamos todo lo que necesitas saber antes de visitarlo.

ART AND CULTURE

Can a Mexico City house museum reframe Frida Kahlo's artistic legacy?

The newly opened Museo Casa Kahlo spotlights how family shaped the pioneering artist's life and work. See how Rockwell Group brought it to life

BY SEACR STUNNEN PUBLISHED OCTOBER 1, 2024 IN [FEATURES](#)



(Image credit: Getty Images)

The new [Museo Casa Kahlo](#), located just blocks from Casa Azul in the Coyoacán neighbourhood of [Mexico City](#), has been over 20 years in the making. In 2008, Frida's niece Isolda Kahlo, the daughter of the artist's sister Cristina, died. Isolda's daughter Mara Romeo Kahlo and her two children began the task of cleaning out the house purchased in 1930 by Frida's parents, Guillermo Kahlo and Matilde Calderón. Though Frida did not grow up in the house, called Casa Roja, she visited frequently.



У МЕХІКО ЗАПРАЦЮВАВ МУЗЕЙ ФРІДИ КАЛО В РОДИННОМУ ДОМІ ХУДОЖНИЦІ

Ірина Майсур • 02 жовтня 2025 • 355



У Мехіко запрацював музей мексиканської художниці Фріди Кало Museo Casa Kahlo. Він розташований у Casa Roja — будинку сестри мисткині, Крістіни.

Музей також висвітлює соціальну діяльність родини Кало: у залах представлені проекти на кшталт «La Ayuda» — благодійної ініціативи для матерів-одиначок. Крім того, тут відбуватимуться виставки мексиканських і латиноамериканських художниць, чиї роботи перегукуються з баченням Фріди або полемізують із ним.

За словами правнучки мисткині Марі Ромео Кало, проєкт став родинною ініціативою: «Відкрити ці простори для публіки — це наш спосіб вшанувати традицію гостинності родини Кало».

FRIDA: SU CORAZÓN FAMILIAR

¡Golazo cultural! Abrió un museo inédito que te muestra la "precuela" de Frida Kahlo

Los descendientes de la icónica pintora mexicana abrieron un espacio único en la "casa roja" para contar la historia de su familia, el apoyo incondicional que la forjó y lo que pasaba puertas adentro.

2 de Octubre, 2025



¡Golazo cultural! Abrió un museo inédito que te muestra la "precuela" de Frida Kahlo. Crédito: Infobae

Frida Kahlo sigue siendo un ícono que lo inunda todo en México. La vemos en billetes, perfumes y hasta en la ropa, con esas cejas que no se olvidan y una mirada que te atraviesa. Es, para muchos, tan reconocible como la mismísima Virgen de Guadalupe. Miles de personas peregrinan cada año a la famosa Casa Azul, donde nació y murió, y a la Casa Estudio, donde compartió vida y pinceles con Diego Rivera. Pero ahora, la historia se pone más picante. Desde este fin de semana, los fans tienen un nuevo lugar para conocer a la Frida más íntima: el Museo Casa Kahlo, también conocido como la "casa roja". A solo tres cuadras de la Casa Azul, este nuevo espacio es como la "precuela" de su vida, donde sus padres vivieron desde 1930. La idea es mostrar el origen, el entorno familiar y esa red de apoyo que la convirtió en una mujer fuera de serie, según cuenta Frida Hentschel Romeo, bisnieta de una de las hermanas de la artista. La familia siempre guardó esta casa como un tesoro, la mantuvo en secreto por generaciones. Mientras la Casa Azul se transformaba en un centro político, donde hasta vivió León Trotsky, la casa roja fue el verdadero corazón familiar. Fue el refugio de su madre, Matilde Calderón, quien falleció allí en 1932, y el lugar de interminables reuniones y celebraciones. Fue la casa de Cristina Kahlo, hermana de Frida, quien fue su compañera y consuelo, incluso después de un "affaire" con Diego Rivera. Muchos creen que el apoyo real para Frida no venía de Diego ni de la Casa Azul. Fue Cristina quien la bancó en sus momentos más duros, como las dolorosas cirugías tras el grave accidente que sufrió de joven. Dentro de la casa, el "quilombo" de catalogar objetos fue grande: desde facturas de gas hasta una tierna nota de Frida para su sobrina Isoldita. Ahora se exhiben fotos, cartas, vestidos, muñecas y hasta medicinas que formaron parte de su día a día. También hay un cuarto oscuro, homenajearlo a su padre, Guillermo, que fue un fotógrafo clave en su inspiración. Y hay un detalle que la rompe: en la cocina de la Casa Roja, Frida pintó un mural, "El mesón de los gorriones", un juego de palabras que también significaba "aprovechados". Dicen que es el único mural que ella hizo. La Fundación Kahlo, que impulsa el proyecto, no solo busca que los visitantes se conecten con la historia de una forma única, sino que también planea lanzar premios de arte y becas, para que el legado de Frida siga vivo y se la conozca más allá de su relación con Diego Rivera.

Your Essential Guide to the New Frida Kahlo Museum in Mexico City



Frida Kahlo-inspired tapestry woven into a portrait celebrating resilience, identity, and Mexican folk art / Credit: Tim Mossholder

Mexico City's Latest Cultural Gem

In the centre of the historic Coyoacán neighborhood, a bright red house welcomes visitors. It is a short walk from the famous blue house. This house shows a different time in Frida's life. This new museum comes at an important time for Mexico City. The city is having a big cultural and tourism comeback. More than four million international hotel guests visited in 2023. The Museo Casa Kahlo will be an important place for new and returning visitors. They can learn more about Mexico's artistic heritage there.

Why This New Museum Matters: A Fresh Perspective on Frida Kahlo

Casa Azul tells the story of Frida as an established artist. It shows her passionate and difficult relationship with Diego Rivera. It also shows her political activism and her fight with physical pain. The Museo Casa Kahlo tells the story before that. It removes myths and celebrity stories. It shows Frida as a daughter, a sister, and a young woman shaped by her family home. This museum changes the focus from her famous partnership with Rivera. It highlights her important relationships with her parents and siblings. This gives a more detailed and human view of her life.

Frida Kahlo museum opens in artist's former home

Oct 6, 2025, 6:08pm EDT

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Museo Casa Kahlo/Flickrwell Group

A new Frida Kahlo museum opened in her former Mexico City home, featuring a trove of letters and Kahlo's only known mural.

Inhabited by four generations of Kahlos and nicknamed "the family's heart," Museo Casa Kahlo is just a short walk from Casa Azul, a museum in her former Coyoacán studio.

But where Azul represents "the artist," Casa Kahlo reflects her "in flesh and bone," a family member said, with art displayed amid artifacts paying homage to the artist's robust family life: Visitors can view affectionate letters from Kahlo to her niece, a kitchen mural of birds and flowering fruit trees, and a basement refuge where Kahlo's creative energy "[feels tangible](#)," the restoration architect told The Art Newspaper.

— [Brendan Ruberry](#)

Rockwell Group unveils design for key spaces at Museo Casa Kahlo, Mexico City

Rockwell Group, the NYC-based architecture and design studio, has unveiled its design for key spaces at Museo Casa Kahlo, dedicated to the life and legacy of Frida Kahlo. Located inside Casa Roja, a historic family residence in Coyoacán, Mexico City, the museum features spaces that reveal Frida's private world, including her hidden basement studio and courtyard. This opening marks the most significant expansion of the Kahlo family's cultural footprint in decades.



Museo Casa Kahlo will be administered by Director Adán García Fajardo, who was formerly the Academic Director at the Museum of Memory and Tolerance in Mexico City. The chief curator of the museum is Adriana Miranda. Casa Roja has been transformed into a museum by architect Mariana Doet Zepeda Orozco, with experience and exhibit design by the New York-based Rockwell Group and graphic design and creative direction by Pentagram, and Ileen Gallagher.

La vie intime et familiale de Frida Kahlo immortalisée dans un musée au Mexique

Par Le Figaro avec AFP

Le 18 octobre 2025 à 09h00



Le musée baptisé Museo Casa Kahlo a ouvert ses portes le 27 septembre dans le quartier de Coyoacan à Mexico. Il prend place dans une demeure historique longtemps détenue par la famille Kahlo, connue sous le nom de Casa Roja, maison rouge en espagnol. L'affection, la délicatesse et l'amour des traditions mexicaines se combinent dans les souvenirs et les pièces exposées, imprégnés de l'esprit d'une famille où les femmes ont donné le ton.

Look Inside the Museum Dedicated to Frida Kahlo and Her Family That Just Opened in Mexico City

By Regina Sierra on October 13, 2025



Before the art world knew her name, **Frida Kahlo** was a young woman living in the quaint neighborhood of Coyoacán, in the south of Mexico City. A curious child who developed an interest in art from a young age, Kahlo loved learning about the world as much as she loved spending time with her parents and sisters. **Museo Casa Kahlo**, a new museum honoring Kahlo's family life, has just opened in the Mexican capital.

The new museum is located at a family home that belonged to Kahlo's parents. Known as **Casa Roja** (Red House), it is only a few blocks away from the world-famous **Frida Kahlo Museum**, aka La Casa Azul (The Blue House). Kahlo later purchased Casa Roja from her parents so her younger sister, Cristina, could raise her family there. It was then passed down to Mara Romeo Kahlo, Cristina's granddaughter and Kahlo's grand-niece, who donated it to be turned into a museum.

Dentro del nuevo Museo Frida Kahlo que acaba de inaugurar en la CDMX

Team Estudio Arquitectos • octubre 14, 2025



Antes de que el mundo del arte tuviera un nuevo nombre para ella, **Frieda Katz** Es una joven que vive en el pintoresco barrio de Coyoacán, al sur de la Ciudad de México. Kahlo era una niña curiosa que desarrolló un interés por el arte a una edad temprana y le encantaba aprender sobre el mundo tanto como pasar tiempo con sus padres y hermanos. **Museo Casa Carlo** Acaba de abrir en la capital mexicana un nuevo museo que celebra la vida familiar de Kahlo.

El nuevo museo está ubicado en una casa que perteneció a los padres de Kahlo, llamado **casa roja** (Casa Roja), a pocas cuadras de la mundialmente famosa **Casa Roja Museo Frida Kahlo** también conocida como La Casa Azul. Más tarde, Carlo compró Casa Roja a sus padres para que su hermana Cristina pudiera criar a su familia allí. Posteriormente pasó a Mara Romeo Kahlo, nieta de Cristina y sobrina nieta de Kahlo, quien lo donó a un museo.

New Museum Celebrating Frida Kahlo's Family Heritage Opens in Mexico City

A new museum dedicated to exploring the family life and heritage of renowned Mexican artist Frida Kahlo has officially opened its doors to the public in Mexico City. The Museo Casa Kahlo offers visitors an intimate glimpse into the domestic world that shaped one of the world's most celebrated artists, showcasing how family relationships and everyday life intertwined to create her lasting artistic legacy.

Το νέο Museo Casa Kahlo στο Μεξικό αποκαλύπτει μια άγνωστη πλευρά της Frida Kahlo

23.10.25 | Μαρία Αρβανιτοπούλου



Credit: Frida Kahlo / Instagram

Στο πολύχρωμο Κογιωακάν του Μεξικού, εκεί όπου η τέχνη και τα συναισθήματα ενώνονται σε μια μόνιμη γιορτή ζωής, άνοιξε πρόσφατα τις πύλες του το Museo Casa Kahlo, γνωστό και ως Casa Roja (Κόκκινο Σπίτι). Ένα νέο μουσείο που φωτίζει μια διαφορετική, πιο οικεία πλευρά της **Frida Kahlo**, της γυναίκας-σύμβολο που μετέτρεψε τον πόνο σε χρώμα και τη ζωή της σε τέχνη.

La Casa Roja: el nuevo rincón íntimo de Frida Kahlo en Coyoacán, CDMX

Este es el primer museo de la artista gestionado por su familia, mostrando su infancia, su hogar y su lado más humano.

Coyoacán tiene un nuevo punto cultural. A solo unas cuadras de la Casa Azul, el 27 de septiembre de 2025 abrió sus puertas **La Casa Roja**, también conocida como Museo Casa Kahlo, un recinto que busca revelar la faceta más íntima y humana de la artista mexicana más universal.

A diferencia de la Casa Azul —dedicada a su obra pictórica y su vida pública—, La Casa Roja **explora sus raíces familiares**, su infancia y el ambiente doméstico donde surgieron sus primeras sensibilidades artísticas.

“Queremos mostrar a la Frida que pocos conocen: la niña, la hija, la hermana. **Una Frida que amaba su hogar y su familia**”, explicó Mara Romeo Kahlo, sobrina-nieta de la artista y actual heredera del legado familiar, durante la inauguración del museo.

剛刷新蘇富比紀錄·Frida Kahlo 墨西哥的家族居所開放參觀·親近藝術家最私密的生活

ABBY CH. - DEC 5, 2025



Frida Kahlo 家族居所開放大眾參觀 解鎖墨西哥城全新旅遊目的地

最近，藝術家 Frida Kahlo（弗里達·卡蘿）的一幅畫作《夢境（床）》（El sueño (La cama)），近日在蘇富比拍賣中以約 5,470 萬美元成交（約新台幣 17 億、港幣 4.3 億），突破拉丁美洲藝術家拍賣紀錄，也躍升為史上最昂貴的女性藝術家作品，再度引發全球對她的討論；而近日一處以 Frida「家族生活」為主題的新博物館 Museo Casa Kahlo，也在墨西哥城開幕。這棟「紅屋」（Casa Roja）和 Kahlo 家族有深厚淵源，雖然不是 Frida 的主要居所，卻讓我們從另一個切口，親近藝術家最私密的生活風景。

Frida 是二十世紀最重要的女性藝術家之一，一生歷經病痛與情感風暴，卻把痛苦轉化成創作，畫出無數關於身體、女性與死亡的作品。如今，我們終於不只在畫裡認識她，也能走進她真正存在過的地方，墨西哥城也解鎖了一個值得收藏的旅遊目的地！

À Mexico, la maison d'enfance de Frida Kahlo devient un musée entièrement consacré à l'artiste

JEUDI 14 DÉCEMBRE 2016 | INGRID BONNET

À MEXICO, LA CASA ROJA, ANCIENNE DÈMEURE FAMILIALE DE FRIDA KAHLO, ACCUEILLE DÉSORMAIS UN MUSÉE ENTIÈREMENT CONSACRÉ À L'ENFANCE DE L'ARTISTE.



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Le nouveau musée consacré à Frida Kahlo à Mexico City © Museo Casa Kahlo

Une approche complémentaire à la Casa Azul

La Casa Roja ne se veut pas concurrente de la Casa Azul, mais plutôt son complément. Alors que cette dernière met l'accent sur la vie adulte de Frida, sa carrière artistique, sa relation avec Diego Rivera et ses problèmes de sa santé (dus à son poliomyélite et son accident de bus), la « maison rouge » se concentre sur son enfance, son entourage familial et ses racines culturelles.

Le parcours s'organise autour de quatre thématiques : l'enfance de Frida, la vie familiale, l'héritage culturel, et le lien avec le muralisme mexicain. Le sous-sol, conçu comme un « sanctuaire », expose ses premiers objets d'étude : un microscope, une collection d'insectes et divers spécimens naturalisés.



El Museo Casa Kahlo nos ayuda “a entender a una Frida con mayor profundidad”, cuenta su director

Publicado: 15 dic 2025 14:55 GMT

Frida Kahlo es un referente global del arte femenino y uno de sus cuadros se ha convertido en el más caro hecho por una mujer. En 'Entrevista', de RT, Adán García Fajardo, el director fundador del Museo Casa Kahlo, nos invita a ver otro lado de Frida: nos habla de su infancia y de su carrera profesional como pintora y maestra, destacando el papel de sus padres y de Diego Rivera en su formación como artista y persona. Explica también por qué se creó el museo y qué podemos encontrar al visitarlo.



La Casa Roja de Frida Kahlo

Un nuevo templo para los admiradores de la artista universal se abre en la Ciudad de México: un espacio íntimo donde vivió la familia Kahlo.

México estrena museo. Se inaugura un espacio que rinde tributo a la figura de Frida Kahlo: la Casa Roja, su casa familiar, que guarda recuerdos, cuadros, frescos y detalles personales de la artista que permiten comprender mejor su vida y su obra. El mito de Frida Kahlo no cesa. Un reloj, una exposición, una carta... su legado continúa vigente y ahora recibe un nuevo impulso con la presentación de la Casa Roja, también llamada Museo Casa Kahlo. Un escenario perfecto para los amantes de su figura.

Artribune

A Città del Messico apre la casa dove nacque Frida Kahlo che ora diventa museo

È conosciuto anche come Casa Roja il luogo dove Frida Kahlo crebbe e spesso tornò nei momenti più difficili della sua vita. Ma non è solo il rifugio dell'artista: è anche la casa di un'intera famiglia la cui eredità ha lasciato un'impronta profonda nella cultura del Paese



A Città del Messico apre il Museo Casa Kahlo

Il museo è conosciuto anche come *Casa Roja* ed è il luogo dove l'artista nacque, crebbe e spesso tornò nei momenti più difficili della sua vita. *“La casa è un organismo vivo, un testimone silenzioso delle gioie e dei dolori, delle passioni e dei conflitti di una famiglia profondamente umana. Qui si vede la bambina che combatteva contro la poliomielite, che amava suo padre e sua madre e che aveva un legame indissolubile con sua sorella Cristina”*, racconta il direttore Adán García.

Cidade do México inaugura novo museu em homenagem a Frida Kahlo

O público poderá conhecer novas obras e registros que compõem em mais detalhes a vida pessoal e personalidade da artista e dos membros da família



A Cidade do México agora tem um novo museu dedicado a obra da artista Frida Kahlo, é o **Museo Casa Kahlo**. O local foi inaugurado por familiares da artista e apresenta **espaços pessoais**, objetos e registros familiares que ajudam o público a compreender melhor quem foi a artistas para além de sua obra.

TIME

March 23, 2026

THE WORLD'S GREATEST PLACES

Our annual list of the most interesting destinations around the globe takes you from remote mountains to bustling cities. Explore the rest of our top 100 spots to stay and visit at time.com/wgp

NORTH AMERICA

- 1 New York, New York, N.Y.
- 2 California Highway 1, California
- 3 Yellowstone National Park, Wyoming
- 4 Grand Canyon National Park, Arizona
- 5 New York State Thruway, New York
- 6 Mount Rushmore National Memorial, South Dakota
- 7 Statue of Liberty, New York City
- 8 World War II Memorial, Washington, D.C.
- 9 National Mall, Washington, D.C.
- 10 Lake Superior State University, Michigan
- 11 Mount St. Helens National Volcanic Monument, Washington
- 12 Washington National Mall, Washington, D.C.
- 13 Mount Rushmore National Memorial, South Dakota
- 14 Mount St. Helens National Volcanic Monument, Washington
- 15 Mount St. Helens National Volcanic Monument, Washington
- 16 Mount St. Helens National Volcanic Monument, Washington
- 17 Mount St. Helens National Volcanic Monument, Washington
- 18 Mount St. Helens National Volcanic Monument, Washington
- 19 Mount St. Helens National Volcanic Monument, Washington
- 20 Mount St. Helens National Volcanic Monument, Washington

CENTRAL AND SOUTH AMERICA

- 21 Machu Picchu, Peru
- 22 Easter Island, Chile
- 23 Machu Picchu, Peru
- 24 Machu Picchu, Peru
- 25 Machu Picchu, Peru
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EUROPE

- 31 Stonehenge, England
- 32 Big Ben, London
- 33 Big Ben, London
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- 38 Big Ben, London
- 39 Big Ben, London
- 40 Big Ben, London

- 41 Loch Ness, Scotland
- 42 Stonehenge, England
- 43 Stonehenge, England
- 44 Stonehenge, England
- 45 Stonehenge, England
- 46 Stonehenge, England
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- 48 Stonehenge, England
- 49 Stonehenge, England
- 50 Stonehenge, England

AFRICA

- 51 Great Wall of China, China
- 52 Great Wall of China, China
- 53 Great Wall of China, China
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- 55 Great Wall of China, China
- 56 Great Wall of China, China
- 57 Great Wall of China, China
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- 59 Great Wall of China, China
- 60 Great Wall of China, China

SOUTH POLE

- 61 Antarctica, Antarctica

INDONESIA

- 62 Borobudur, Indonesia
- 63 Borobudur, Indonesia
- 64 Borobudur, Indonesia
- 65 Borobudur, Indonesia
- 66 Borobudur, Indonesia
- 67 Borobudur, Indonesia
- 68 Borobudur, Indonesia
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- 70 Borobudur, Indonesia
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OSAKA

- 72 Osaka, Japan
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ASIA

- 82 Tokyo, Japan
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Museo Casa Kahlo:

A Global Expression of Art, Identity, Cultural Diplomacy & Resilience

Cultural Impact: Mexico as the Beating Heart of Art & Spirit

The opening of Museo Casa Kahlo marks far more than the unveiling of a new museum — it represents a cultural inflection point for Mexico and the global arts community. With over 60 international media outlets reporting from the world's most influential cultural, design, and news platforms, the project has **reached an estimated 1.48 billion people** worldwide and **generated close to \$33 million USD in earned media value**. This level of global resonance demonstrates not only the enduring magnetism of Frida Kahlo as an icon of resilience and authenticity, but also the renewed power of Mexican identity and family heritage as a living, evolving force in the world's imagination.

A Living Legacy: The Kahlo Family and the Continuum of Creativity

Museo Casa Kahlo repositions Mexico as a moral and aesthetic compass in the 21st century — a nation whose cultural exports transcend commerce to speak to the human condition. The project embodies a return to authenticity — where art is not confined to the past, but becomes an act of regeneration. In a time when mass culture is often homogenized, Casa Kahlo reasserts Mexico's role as the keeper of emotional truth and symbolic storytelling. The museum becomes a spiritual extension of Casa Azul, revealing Frida's familial roots, personal letters, and private spaces — restoring not only the woman, but the lineage, the love, and the Mexico that made her.

Public Resonance and Symbolic Meaning

At a time when global audiences crave meaning over spectacle, Museo Casa Kahlo offers a new kind of museum — one that feels human, not monumental. It redefines heritage not as preservation, but as participation — drawing people into dialogue with Frida's inner life. This act of intimacy, shared globally through powerful media storytelling, becomes a form of public healing and artistic diplomacy. **The museum's narrative of family, identity, and creative survival resonates as a reminder that art remains the most universal form of truth-telling.**

Tourism & Economic Impact:

The museum is already becoming a global pilgrimage site. Early coverage across National Geographic Travel, AD LatAm, and Forbes México underscores the surge in cultural tourism this opening inspires. Coyoacán now stands as a dual nexus of Mexico's artistic tourism, with both Casa Azul and Casa Roja creating a complementary circuit. Together, they project an annual visitation increase expected to exceed 30% growth in cultural tourism for the region within the first two years. This revival translates into tangible economic impact: growth in hospitality and artisan economies, higher international visitor stays, and a significant amplification of Mexico's global cultural GDP contribution.

A Symbol of Mexico's Cultural Soul:

The birth of Museo Casa Kahlo is both a testament and a transmission — a passing of the flame from one generation to the next. It declares to the world that Mexico's cultural power lies not just in its past icons, but in its ability to renew them through living families, honest storytelling, and creative unity. In global terms, this is not merely a museum launch — it is an awakening of Mexico's artistic conscience, echoing far beyond its borders and illuminating the world with color.

In terms of cultural ROI the museum now ranks among Mexico's top 5 most globally covered cultural openings of the decade.

**FUNDACIÓN
KAHLO**

FOR MEXICAN ART
AND CULTURE