



**1st INTERNATIONAL PHOTOGRAPHY  
COMPETITION**

# "Agave Spirits, Women and the Roots of Mexico"

**We are looking for diverse perspectives  
from around the world:**

Welcome to an open photography  
competition for professionals, amateurs and  
enthusiasts of Mexico and agave spirits.





taak  
&art  
culture · passion · design

# WHO ARE WE?



With offices in **Mexico and Switzerland**, at **Taak & Art** we honour centuries of Mexican history, folklore and art.



**We link**  
traditions and experiences

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**We promote**  
Mexican culture and art

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**We connect**  
Mexico with the world

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# OUR MISSION

**In the ancient Mayan culture,  
"taak" evokes the art of bringing  
together.**

At **Taak & Art**, we seek to bring together  
the experience, traditions and elegance of  
Mexican culture and art, and share it with  
every corner of the world.





**We want to *awaken*  
the *senses* of people  
all over the world *with*  
*the magic* that beats  
at the heart of  
*Mexican culture and*  
*art.***



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culture passion design

Our first project,  
**Apapachar**, focuses  
on agave spirits.



# OUR APAPACHAR PROJECT

We aim to promote Mexico's agave spirits, inspiring people everywhere to discover and appreciate **their richness, diversity and traditions.**

## AGAVE SPIRITS



Sotol



Tequila



Raicilla



Mezcal



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**2026**

# First International Photography Competition



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# CALL FOR APPLICATIONS

## Taak & Art invites:

professional, amateur and enthusiast photographers, who are passionate of Mexican culture and agave spirits to take part in this first international photography competition.

This call is an invitation to capture the heritage of agave spirits through the lens.

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*We want the winning photographs to share the history, culture and richness of Mexico and its agave spirits with the world.*



# Five Themes



*The photographs must explore the following themes.*

1



## Women

Portraits, hands and gestures of women connected to the world of agave spirits, and to ancestral, artisanal production.

Jimadoras, producers and guardians of the tradition of the four spirits: Tequila, Mezcal, Sotol and Raicilla

2



## Agave and Its Territory

The agave plant in its natural environment. Landscapes of agave from the different designations of origin of the four spirits across Mexico: fields at dawn, in the rain, pollination by hummingbirds and bats, and more.

3



## The Ritual of Production

The artisanal process of agave spirits photographed as a cultural and craft ritual.

The harvesting of the agave heart, the cooking of the agave, distillation, fermentation, bottling, the pearls in the liquid, and more.

4



## Cocktails and Consumption of Agave Spirits

Artisanal agave spirits in the glass, in the cup, in the bottle.

Images of the experience: the preparation and presentation of a cocktail, the ritual of the jícara, the atmosphere of a bar, tastings, pairings with Mexican food, international exhibitions, tastings, and more.

5



## Traditions, Evolution and Transformation

Photographs evoking the past, present and future of agave spirits.

Energy, passion, sustainability, chaos turning into order. Fire, earth, the smoke of ancestral mezcal, joy, traditions, and more.

# Prizes and Recognition



| BENEFITS                                        | 1ST PLACE    | 2ND PLACE    | 3RD PLACE   | PEOPLE'S CHOICE |
|-------------------------------------------------|--------------|--------------|-------------|-----------------|
| Cash prize                                      | \$15,000 MXN | \$10,000 MXN | \$5,000 MXN | \$2,500 MXN     |
| Official recognition                            | ✓            | ✓            | ✓           | ✓               |
| Social media credits                            | ✓            | ✓            | ✓           | ✓               |
| Exhibition at national and international events | ✓            | ✓            | ✓           | ✓               |
| Entropía 22 cocktail set                        | ✓            | ✓            | ✓           | ✓               |

**Note\*** All selected photographs will be included in a digital album.  
They will be published with the appropriate credit and will receive personalised recognition.

# Competition Rules



1

## Participants

**Over 18 years of age**, of any nationality and country of residence.

Professional, semi-professional or amateur photographers.

International in nature.

**May not** take part:

1. Taak & Art collaborators
2. Members of the jury

2

## Registration and Submission

Register at:

<https://taakandart.com/photo-contest/>

Submitting photograph(s) with the following information:

1. Full name
2. A brief biography of the photographer (1 paragraph)
3. Email
4. Contact telephone number
5. Country of residence
6. Theme
7. Photo title
8. A description of each photo (max. 100 words).

Each participant may submit a **maximum of 3 photographs**.

**Entries are individual only.**

3

## Technical Specifications

Unpublished, original works, exclusively authored by the participant.

**NOT previously awarded in other competitions.**

**Minimum resolution:**

1,600 - 2,000 pixels

**Maximum resolution:**

3,000 - 4,000 pixels

**Format:**

JPG or PNG.

Basic adjustments are permitted.

Colour or black and white.

**The following will be disqualified:**

1. Photomontages and watermarks.
2. Photos manipulated with Artificial Intelligence

# Selection and Judging



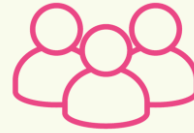
## Shortlisting

A committee will shortlist the best photographs.



## Public Vote

The finalist photographs will be published on social media for public voting.



## Judging Panel

An international panel of expert judges will select the three winners.



## Winners

The results will be final and not subject to appeal.

# Judging Criteria



## Criteria

Composition

Originality

Visual Narrative

Use of Light

Emotional Impact

Creativity and Style

Thematic Relevance

Technical Quality

## Details

Balance, framing and use of space

A fresh, original perspective on the subject

Telling a story without words

Management of natural or artificial lighting

Expressive power of the image

The photographer's own visual voice

Connection with the competition's themes

Sharpness, resolution and quality of the shot

# Image Rights and Authorship



## Participants retain all copyright over their photographs.

By entering, they authorise **Taak & Art** to use the images for cultural, artistic and promotional purposes:

- Publication on social media with credit to the author
- Physical exhibitions at national and international events
- Printed material
- Communications and promotion

This authorisation is granted free of charge, with no territorial or time limits.

**Credit to the author will always be visible.**

# Schedule



**15 AUG**

**Competition  
opens**



**4 SEPT**

**Entries  
close**



**10 SEPT**

**Finalists  
announced  
on social  
media**



**19 SEPT**

**Public  
voting  
closes**



**23 SEPT**

**Jury  
deliberation**



**26 SEPT**

**Winners  
announced  
at Piña  
Agavera  
Madrid**



# JURY



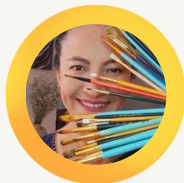
**MYRNA FLORES**

Taak & Art Suisse  
Mezcal Entropia 22



**LUZ MA. SAAVEDRA**

Mezcal Nanakutzi



**MARÍA BRUNEREAU**

Pintora



**FLOR VELÁZQUEZ**

Mezcal Yuu Baal



**CYNTHIA RUÍZ**

Aventureros del Mezcal  
Universidad del Mezcal



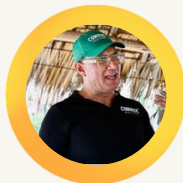
**MARISSA OLIVARES**

Fotógrafa



**CELESTINO CERNAS**

Mezcal Le Venia  
Mezcal El Sapo



**JORGE VERA**

Mezcal Convite



**ARACELI RODRÍGUEZ**

Mezcal Augurio



**VÍCTOR HUGO NIETO**

EGAVE7



**ELISA DÍAZ**

Viva México



**ANTONIO ESCOBEDO**

Mezcal Academy



**BERENICE ACUÑA**

Frente Mayahuel



**ANNA BRUCE**

Fotógrafa



**LULA VÁZQUEZ**

Mezcal Se murió mi  
compadre



**MANOLO ESPINDEL**

Pintor



**BIANCA MONROY**

Pintora



**ENEIDY VARGAS**

Fotógrafa



**JORGE VARGAS**

Pintor y Escultor



**ABRIL TERRAZAS**

Fotógrafa

# ORGANISERS



**Myrna Flores**

Taak & Art, Mexico and Switzerland



**Luz María Saavedra**

Mexico and USA



**María Brunereau**

Mexico and Italy



**Elisa Díaz**

Viva México Italy



**Pilar Palomares**

El maíz Switzerland

# PARTICIPATING ORGANISATIONS





*"I am committed to promoting Mexican culture and art, helping consumers around the world discover not only our incredible traditions and artisanal products, but also our rich cultural and historical heritage."*

Myrna Flores  
Co-founder and CEO





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**www.taakandart.com**  
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**Facebook: /TaakAndArt**





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