



**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



We promote
Mexican culture and art



We connect
Mexico with the world



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.



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**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.***

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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&art**
culture passion design

CALL FOR ENTRIES

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.

“

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



The Master Producers

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/photocontest>

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 - 2,000 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



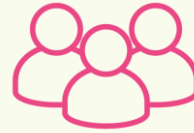
Shortlisting

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
Mujeres del Mezcal y
Magüey de México



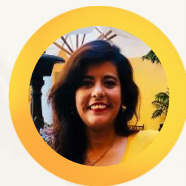
MARÍA BRUNEREAU

Painter



FLOR VELÁZQUEZ

Mezcal Yuu Baal



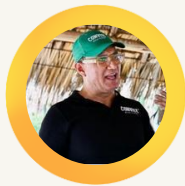
CYNTHIA RUÍZ

Aventureros del Mezcal
Universidad del Mezcal



CELESTINO CERNAS

Mezcal Le Venia
Mezcal El Sapo



JORGE VERA

Mezcal Convite



ARACELI RODRÍGUEZ

Mezcal Augurio



VÍCTOR HUGO NIETO

EGAVE7



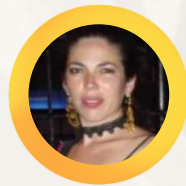
ELISA DÍAZ

Viva México



ANTONIO ESCOBEDO

Mezcal Academy



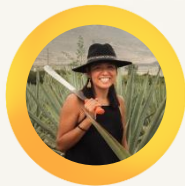
BERENICE ACUÑA

Frente Mayahuel



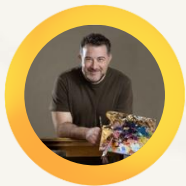
ANNA BRUCE

Photographer



LULA VÁZQUEZ

Mezcal Se murió
mi compadre



MANOLO ESPINDEL

Painter



BIANCA MONROY

Painter



ENEIDY VARGAS

Photographer



JORGE VARGAS

Painter and
Sulptor



ABRIL TERRAZAS

Photographer

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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