

ORGANIZATIONAL REPORT 2025-2026



SGM | Sociedad de
la Guitarra
Mazatlán

Developed by Sociedad
de la Guitarra Mazatlán A.C.
(Guitar Society of Mazatlán)



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OPENING

The **2025–2026 Guitar Season** of the Guitar Society of Mazatlán, A.C. represents the continuation of an artistic initiative that, beyond its programming, has become a space where music, community, and place come together.

Through six concerts held between October 2025 and March 2026, the guitar—in its many voices and possibilities—resonated in some of Mazatlán's most emblematic venues in the Historic Centre: the Mazatlán Art Museum and the Ángela Peralta Theatre.

Each presentation was conceived not only as a performance, but as a holistic cultural experience: a moment for listening, learning, and connection that brought together nationally and internationally established artists with diverse audiences, strengthening the relationship between artistic creation and the everyday life of the city.

This report documents the partnerships and reach of an edition that reaffirms the Guitar Society of Mazatlán's role as a dynamic cultural platform, continuing to position the guitar as an instrument of connection, sensitivity, and transformation.



INSTITUTIONAL PARTNERSHIPS



The **2025–2026 Guitar Season** was sustained by a network of strategic collaboration, institutional trust, and a shared commitment to Mazatlán's cultural development.

Each partnership reflects a common conviction: music is not simply presented, but collectively built through relationships that enable its continuity, expansion, and meaning in the city's public life.

MAIN PARTNERSHIP

- **Grupo Alerta**

TRACUSA · GASPASA · DIESGAS

The support of **Grupo Alerta** made the full production of the **2025–2026 Guitar Season** possible. Its contribution reflects a strong commitment to advancing culture and the arts in the state of Sinaloa, and to strengthening initiatives that create social value through music.



GRUPO ALERTA



STRATEGIC PARTNERSHIP

- Hotel La Siesta

As a strategic partner in artist hospitality, Hotel La Siesta supported the 2025–2026 Guitar Season by hosting guest performers, helping create the conditions needed for each artistic engagement to unfold successfully. Its collaboration reaffirms the importance of hospitality as an essential part of the cultural experience.



INSTITUTIONAL PARTNERSHIPS

- Tax Incentive for Investment Projects in National Artistic Production (EFIARTES)
- Sinaloa Secretariat of Tourism
- Mazatlán Secretariat of Economic Development and Tourism (SEDECTUR)
- Cultura Mazatlán – Municipal Institute of Culture, Tourism and Art of Mazatlán

These partner institutions have been essential to the viability and consolidation of the **2025–2026 Guitar Season**, providing operational and structural support and enabling the artistic programme to align with the city's cultural and destination-promotion policies.





SEASON OVERVIEW

Across six concerts, the **2025–2026 Guitar Season** created a dialogue between tradition and contemporary practice, bringing together acclaimed performers through programmes spanning historical repertoire, new interpretations of Latin American music, and contemporary works.

Beyond the stage, the Season extended into educational and community settings through masterclasses, educational concerts, and spaces for exchange that enabled new audiences to engage with concert music. This component reaffirms the Guitar Society of Mazatlán's commitment to audience development and cultural access as central pillars of its work.

Together, the 2025–2026 Season was more than a concert series: it created a vibrant space for cultural exchange, where music becomes a shared language and a means of strengthening the social fabric.





SEASON AT A GLANCE

The **2025–2026 Guitar Season** consolidated its artistic, educational, and community reach, reflecting the strength of its programme and the project's capacity to convene audiences and build meaningful connections.

Artistic programme

Six concerts brought together 10 guest musicians, joined by more than 60 musicians performing in chamber ensemble and orchestra formats, for a total of 70 performers on stage throughout the Season.

Attendance

The Season reached a total of 1,035 attendees, achieving 98.5% of its audience target.

Music education

Six masterclasses were delivered for 90 young musicians, strengthening the technical and artistic development of emerging generations.

Community engagement

Through six educational concerts, the Season brought music to 400 attendees, supporting audience development and cultural access within the community.

Visibility and communications

The communications strategy generated more than 16 million media and digital-platform impressions through nine outreach channels activated throughout the Season.

Project scale

The Season operated with a total budget of MXN \$2,000,000, consolidating a cultural-production model that brings together investment, artistic programming, and social reach.

AUDIENCES & ARTISTIC PROGRAMME



The **2025-2026 Guitar Season** welcomed a total of **1,035 attendees**, consolidating its presence in two of the leading cultural venues in Mazatlán's Historic Centre: the Mazatlán Art Museum and the Ángela Peralta Theatre.

The distribution of audiences across both venues reflects the range of formats and experiences offered throughout the Season. The Art Museum welcomed **469 attendees** in an intimate setting, while the Ángela Peralta Theatre brought together **566 people** through larger-scale performances.

Beyond the figures, these results demonstrate the Season's capacity to engage diverse audiences and maintain an active presence in the city's cultural life.



Audiences Development

As part of its commitment to cultural access and audience development, the Season incorporated an educational component that extends its impact beyond the concert hall.

During this edition, **six masterclasses for emerging young musicians** were delivered, engaging **90 participants**. These created opportunities for direct learning with guest artists while strengthening the technical and artistic development of new generations.

In addition, **six outreach concerts reached just over 400 attendees**, bringing music to audiences who, in many cases, were experiencing concert music for the first time.

Together, these **educational and community-engagement activities** broaden the Season's reach, positioning it not only as a platform for artistic presentation, but as a comprehensive cultural initiative that actively contributes to audience development and strengthens Mazatlán's cultural fabric.



Artistic Programme

The **2025–2026 Guitar Season** explores the guitar's expressive richness through diverse musical languages, traditions, and geographies. Each concert has its own distinct identity while contributing to a broader narrative that frames the Season as an ongoing experience of listening, discovery, and exchange between artists and audiences.

Cuarteto de México

16 October 2025

- **93 attendees**

Cuarteto de México opened the Season with a programme that moved between European tradition and contemporary Latin American creation, exploring the possibilities of the guitar in an ensemble format.

Formed by guitarists with established national and international careers, the quartet presented a programme entitled *Roots and Horizons*. It traced a journey from Johann Sebastian Bach to contemporary composers, revealing the guitar's versatility and its capacity to inhabit diverse auditory worlds.



Artistic Programme

Alejandra Moreno

12 November 2025

- 81 attendees

With an international career that combines performance and teaching, Alejandra Moreno presented a programme spanning seventeenth-century European repertoire and contemporary Latin American music.

Her performance is distinguished by its depth of expression and technical command, offering a sensitive interpretation of works that connect different periods and styles.



Artistic Programme

Alfredo Amezcua

11 December 2025

- 46 attendees

Originally from Paracho, Michoacán—one of Mexico's most emblematic centres of guitar-making—Alfredo Amezcua presented a programme engaging with European and Latin American guitar traditions through a virtuosic and deeply musical perspective.

His participation in the Season brought a dimension of interpretive excellence that connects the instrument's tradition with its continuing evolution.



Artistic Programme

Andrea González Caballero

15 January 2026

- 125 attendees

Internationally recognised for her interpretive sensitivity, Andrea González Caballero presented a concert that reaffirmed the guitar's place on the global stage.

Her programme—centred on Spanish repertoire and its reinterpretations—created a dialogue between memory, identity, and contemporary practice, bringing together works that evoke distinct musical traditions through a contemporary lens.



Artistic Programme

Edwin Montes

5 February 2026

- 124 attendees

Originally from Mexico City and trained in Baja California, Montes has developed a career that integrates both the classical tradition and an exploration of jazz repertoire.

The programme featured a selection of jazz standards and landmark compositions—including works by Jerome Kern, Bill Evans, Thelonious Monk, and Django Reinhardt—in arrangements that bring these musical languages to the solo-guitar format, expanding the instrument's expressive possibilities.



Artistic Programme

Pablo Garibay with the Northwest Symphony Orchestra

6 March 2026

- 566 attendees

The 2025–2026 Guitar Season concluded at the Ángela Peralta Theatre with a concert featuring the guitar as soloist in dialogue with the orchestra. Pablo Garibay's performance with the Northwest Symphony Orchestra marked a moment of convergence between the instrument's intimacy and the power of the symphonic format.

The programme, which included works by Silvestre Revueltas, Arturo Márquez Angulo, and Camargo Guarnieri, offered an interpretation centred on Latin America's roots, imaginaries, and sonic narratives, weaving together elements of poetry, mythology, and tradition in a richly expressive programme.

With an audience of 566 people, this concert was not only a closing event, but an affirmation of the project's growth, maturity, and wider reach. In this final gathering, the guitar became more than a solo instrument: it served as a point of connection between the individual and the collective, and between tradition and the expansion of its possibilities.

WATCH THIS CONCERT!



INSTITUTIONAL REFLECTION



The **2025–2026 Guitar Season** reaffirms the role of the **Guitar Society of Mazatlán** as a space where artistic creation, music education, and the city's cultural life come together.

The results achieved reflect not only sustained levels of attendance and participation, but also the maturity of a cultural-action model that brings together artistic excellence with social and community impact, integrating aesthetic experience, learning, and access within one initiative.

Throughout this journey, the guitar has become more than an instrument: it is a point of connection where artistic paths, generations, and sensibilities converge, and where music continues to create possibilities for connection, listening, and collective creation





TEAM AND COLLABORATORS

The 2025-2026 Guitar Season was made possible through institutional partnerships and the collective work of an artistic, technical, and production team that enabled the delivery of each concert and the project's overall development.

Guest Artists

Cuarteto de México

Alejandra Moreno

Alfredo Amezcua

Andrea González Caballero

Edwin Montes

Pablo Garibay

Northwest Symphony Orchestra

Guitar Society of Mazatlán Team

Luis Ángel García — Organizational Director

Jorge Birrueta — Field Coordinator

Perla Moreno — Cultural and Institutional Partnerships

Beatriz Aguilar Puga — Fundraising Partnerships and Development

Jesús García — Technical Coordinator

Nórtika — Marketing, Communications and Promotion

MEMORIA
TEMPORADA
DE GUITARRA
2025-2026

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