

# Sinergia

INTERNATIONAL ARTS FAIR CETYS UNIVERSITY SYSTEM  
October 5 to 10, 2026

## CALL FOR ENTRY

### I. OVERVIEW

With the aim of fostering creative innovation and strengthening the art economy, the CETYS University System presents the fourth edition of SINERGIA, an International Arts Fair that brings together the legitimizing potential of the biennial model, the dynamism of the art fair market, and the academic commitment to generating specialized critical reflection.

Designed by the Office of Cultural Outreach of the CETYS University System, SINERGIA integrates four sections across the Mexicali, Ensenada, and Tijuana campuses, with the objective of creating relational experiences among the selected artists, the CETYS community, and audiences interested in sharing artistic experiences and/or becoming collectors.

### SECTIONS

#### SINERGIA-BIENAL

Conceived as the catalyst of the festival, is a project that, regardless of artists' career trajectories, values and promotes creative audacity. Its mission is to bring together artists who dare to explore and innovate the concept of art and its visual resolution. This section serves as the platform that sustains the CETYS University System Art Collection.

#### SINERGIA-FERIA

Organized as an artist fair, SINERGIA-FAIR is a commercial platform for both the artists selected for the Biennial and the general public interested in acquiring works of art.

#### SINERGIA-CONVERSATORIOS

The dominance of the market in defining art, together with the creative plurality of contemporary visual culture, has turned artistic production into a complex field of meaning and interpretation. The challenges currently facing the definition, creation, and consumption of art will be addressed in SINERGIA-CONVERSATIONS.

#### SINERGIA-WORKSHOPS

Aims to bring members of the CETYS community closer to artists and the creative process.

**The fourth edition of SINERGIA, International Arts Fair**, will take place from October 5 to 10, 2026. It is dedicated to the creative exploration of two-dimensional practices and their expansion into relief. The thematic focus of the conversations will revolve around **the following axes**:

**Art and Technology:** the impact of artificial intelligence, extended reality, and digital environments on creative processes.

**Art, Identity, and Social Justice:** the role of art as a critical tool for promoting inclusion and addressing inequality.

**Art and Sustainability:** artistic practices in relation to the environmental crisis, ecology, and responsible production models.

#### BENEFITS AND RESPONSIBILITIES

Aware of the virtuous cycle generated by projects that involve all participants through shared benefits and responsibilities, the organizers of SINERGIA, International Arts Fair, have designed an event grounded in collaboration and community.

The CETYS University System offers artists institutional recognition, commercialization opportunities with 100% of sales proceeds retained by the artist, and a variety of cultural tourism experiences in the Baja California cities of Mexicali, Ensenada, and Tijuana, which are destinations known for their natural beauty, border-region identity, gastronomy, and rich wine and craft beer production.

As a result of the Biennial application process, three works per artist will be selected, one of which must be donated by the artist to become part of the CETYS University System Art Collection, allowing it to be permanently exhibited at one of the system's campuses. During the Fair, the donated works will be exhibited at a prestigious institutional venue in the city of Mexicali and will be registered in a virtual catalog.

The remaining two works may be included in the artist fair titled SINERGIA-FAIR, to be held at the Mexicali campus gallery.

Throughout the duration of the International Arts Fair, the CETYS University System will cover the costs of insurance for the artworks, as well as transportation, lodging, tours, meals, and events.

Artists, in turn, in addition to donating one work to the CETYS University System Art Collection, will collaborate by participating in talks and workshops within the SINERGIA-CONVERSATIONS and SINERGIA-WORKSHOPS sections. These activities are intended to foster relational experiences between artists and the CETYS community.

Artists will be responsible for the cost of transportation from their city of origin to the airports of Mexicali and Tijuana, Mexico, as well as San Diego, California, USA, in addition to the shipment of artworks, insurance during transit to Mexicali, and the return of unsold pieces.

### II. PARTICIPATION TERMS

Participation in this call for entries implies full knowledge, acceptance, and compliance with all terms, requirements, and conditions set forth herein. By registering, participants agree to comply with the rules governing the fourth edition of SINERGIA, International Arts Fair of the CETYS University System, which are final, non-appealable, and not subject to modification of any kind.

### III. APPLICATION

- Eligible submissions include two-dimensional works and/or works expanded into relief, created within the last five years, in pictorial, drawing, graphic, photographic-based, and hybrid practices, by national and international artists of legal age, residing in Mexico or abroad.
- Submitted works must stand out for their creative innovation in concept and their exploration of discipline and/or technique in visual resolution.
- Whether individual pieces or polyptychs, submitted works must not exceed 200 cm on any side, with a total weight not exceeding 20 kilograms, including support, stretcher, or frame.
- Once an artist has been selected, the submitted works may not be replaced by other works by the same author.
- The application period will run from the publication of this call through **July 31, 2026**.

### IV. REGISTRATION

- Registration will be completed online at the following address: <https://www.cetys.mx/registro-sinergia/> beginning on the date of publication of this call.
- Each artist must register three completed works.
- Applicants must provide all required information, including:
  - Personal information.
  - General artist statement.
  - Presentation of the concept and exploration of the works, or of the project that supports them.
  - Technical data sheet for each piece.
  - Curriculum vitae.
  - Acceptance of terms and conditions.
  - Upon successful submission, a registration number will be generated and displayed at the end of the online application.
  - Selected artists will have access to a downloadable set of three documents that must be signed:
    - Statement of authorship of the submitted works.
    - Letter of commitment for the donation of the work selected by the jury.
    - Authorization for reproduction rights of the image of the donated work.

### V. SELECTION

- The CETYS University System will appoint a Selection Committee composed of specialists and faculty members from the institution.
- The Selection Committee will choose 20 artists and, from the three submitted works, will determine which piece will be donated to the CETYS University Art Collection.
- The Committee's decision will be issued on **August 13, 2026**, and will be final and non-appealable.
- Information regarding the decision will be published on the SINERGIA website on **August 15, 2026**. Selected artists will be notified on the same date.
- Works that fail to meet all the requirements outlined in this call will not be evaluated.
- **Selected works may not be replaced by other works by the same artist that were not submitted.**
- The 20 selected artists will participate in the exhibitions, talks, workshops, and cultural tourism events that make up the fourth edition of SINERGIA, International Arts Fair of CETYS University, to be held from October 5 to 10, 2026.

### SHIPPING, RECEIPT, AND COLLECTION OF ARTWORKS

- Selected artists will be responsible for the procedures and costs related to packing, shipping to the CETYS Mexicali campus, and insurance during transit from the city of origin to Mexicali.
- Shipments must include the two signed letters indicated in the Registration section.
- Artworks must arrive at the CETYS Mexicali campus between August 17 and September 18, 2026.
- If special installation requirements exist, artists must include detailed instructions with the shipment.
- Materials used in the artworks and their packaging must be dry and free from risk of detachment or deterioration.
- Upon receipt, CETYS University will issue a condition report that will be included in the receipt of delivery and sent digitally to the selected participants.
- From receipt until the return of unsold works, the CETYS University System will assume responsibility for the security and conservation of artworks received in good condition.
- Unsold works from SINERGIA-FERIA must be collected by the artists **on October 9 and 10, 2026**, at the conclusion of the event. After this date, the CETYS University System will no longer be responsible for the insurance, storage, or commercialization of the artworks.