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**FUNDACIÓN AMA AMOEDO ANNOUNCES
VERÓNICA FLOM AS ITS INAUGURAL DIRECTOR**



**FLOM TO LEAD THE FOUNDATION'S MISSION TO PROMOTE THE LATIN AMERICAN
CONTEMPORARY ART ECOSYSTEM WITHIN THE GLOBAL ART WORLD**

Flom joins the Foundation from Dot Fiftyone Gallery in Miami Where She Served as Curator

José Ignacio, Uruguay, May 17, 2022 — Fundación Ama Amoedo appoints **Verónica Flom** as its inaugural Director to lead the foundation in partnership with Amalia Amoedo. Flom will reinforce the Fundación Ama Amoedo's mission to elevate and advance Latin American artists and the Latin American art ecosystem within the international contemporary art world.

An art historian and curator with a focus on Latin American Art, Flom comes to Fundación Ama Amoedo after serving as Curator at Dot Fiftyone Gallery in Miami (2018–2020) where she curated exhibitions such as Pedro Friedeberg "Amaze Me and I Amaze You" (2021), Anastasia Samoylova "FloodZone" (2020), Marcos Castro "So It Will Be the Past" (2019), "Playground" co-curated with Camilo Godoy (2019), and Graciela Hasper "Proximities" (2018). Amongst other relevant positions, Flom previously served as Public Programs Coordinator of Visual Arts at Americas Society in New York (2015–2018) as well as Assistant at the Art Department of Universidad Torcuato Di Tella in Buenos Aires (2009–2013). Flom received an M.A. in Museum Studies at New York University. She is based between Miami, José Ignacio and Buenos Aires.

Amalia Amoedo comments, “I have always been passionate about advancing and supporting Latin American artists and our ecosystem as a collector and patron. Through the creation of Fundación Ama Amoedo and appointing our inaugural director, the talented Verónica Flom, there is even more we can do to raise up the voices of the artists and advance art of Latin America on a global stage. I am thrilled to welcome Verónica to our team and I am excited about what the future holds and the impact we can make.”

Verónica Flom observes, “Amalia has been a staunch advocate of contemporary art from Latin America through her patronage, loans from her important collection of both established and emerging artists, and her artist residency in José Ignacio. I am proud to join Fundación Ama Amoedo and work towards deepening the understanding of Latin American art.”

Image: Portrait by Rose Marie Cromwell

About Fundación Ama Amoedo (FAA)

Founded in 2021, Fundación Ama Amoedo was established to formalize the patronage of Amalia Amoedo, who has been collecting art and supporting artists for more than two decades. Fundación Ama Amoedo seeks to advance the artists of Latin America and create a lasting impact on the Latin American contemporary art ecosystem by expanding its visibility around the world.

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