



**FOR IMMEDIATE RELEASE**

**November 22, 2010**

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**International Museum of Women Launches New Online Exhibition  
About Women's Economic Power in Latin America**

The International Museum of Women's online exhibition, **Economica – Focusing on Latin America** at [www.imow.org/economica/latinamerica](http://www.imow.org/economica/latinamerica) explores how women are impacting economies throughout the region, with a spotlight on three countries: Mexico, Argentina and Costa Rica.

**San Francisco, CA / Mexico City, Mexico** – The International Museum of Women (I.M.O.W.), an award-winning social change museum headquartered in San Francisco, CA, launched today its Latin America focused online exhibition, **Economica – Focusing on Latin America** at [www.imow.org/economica/latinamerica](http://www.imow.org/economica/latinamerica). The new exhibition is a vivid online exploration of women's economic impact and experiences especially in the context of the current global economic crisis.

Some experts predict that the next ten years will be the "Latin American decade." **Focusing on Latin America** shows that while women are uniquely impacted by economic volatility, they are also equipped to offer new economic ideas and solutions and to inject vitality to their local economies through their roles as change-agents, entrepreneurs, business leaders, caregivers, workers and investors.

**Economica** launched as a comprehensive global exhibition in 2009; in 2010 **Economica** unveils art, essays and opinion pieces exploring how the current financial crisis is affecting women's lives in Latin America, foregrounding women's voices, experiences and visions for the future. International art curators based in Latin America –Silvana Gesualdo, Irene Jaivesky and Claudia Mandel – helped shape the success of the project.

**Focusing on Latin America** larger themes include:

**MEXICO:** Mexican womens' handling of the global economic crisis, with special attention to issues of domestic inequality, remittance and business opportunities.



**ARGENTINA:** Argentina has experienced two economic crises in less than a decade. Issues impacting Argentina include its distinct wealth gap, history of labor unions and middle class crisis.

**COSTA RICA:** How Costa Rican women are affected by issues such as sex tourism, domestic violence and agricultural growth.

To coincide with the launch of this project, all existing **Economica** content will be available in Spanish and English, to engage a broad worldwide and regional audience. Visitors to this online exhibition are invited to explore the work of artists, activists and thought leaders from Mexico, Argentina and Costa Rica and to get involved in supporting women's economic empowerment in the region.

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**About the International Co-curators:**

Silvana Gesualdo is a museum consultant and art historian from Mexico City, Mexico, who specializes in women artists in history. Irene Jaievsky is a museum curator and stage designer from Buenos Aires, Argentina; and Claudia Mandel is a fine arts and art history professor from Costa Rica.

**About Economica: Women and the Global Economy**

***Focusing on Latin America*** is the second in a series of projects powered by I.M.O.W.'s global online exhibition, ***Economica: Women and the Global Economy***. ***Economica*** is a comprehensive online exhibition that showcases women's diverse roles as economic change-agents, entrepreneurs, business leaders, caregivers, workers and investors. Visit Economica online at [www.imow.org/economica](http://www.imow.org/economica).

**About the International Museum of Women**

The International Museum of Women (I.M.O.W.) is a groundbreaking social change museum. Its online arts and multimedia exhibitions educate, create dialogue and advance global, cross-cultural understanding. Learn more at [www.imow.org](http://www.imow.org).

# ECONOMICA

WOMEN *and the* GLOBAL ECONOMY

## Key Facts and Figures

[www.imow.org/economica](http://www.imow.org/economica)

- Women constitute an estimated 70% of the world's absolute poor, those living on less than \$1 a day.
- Women work 2/3 of the world's working hours, yet earn only 10% of the world's income.
- Women are responsible for producing 60-80% of the world's food, yet hold only 10% of the world's wealth and 1% of the world's land.
- Worldwide, over 60% of people working in family enterprises without pay are women.
- The total value of a woman's unpaid house and farm work adds 1/3 to the world's GNP.
- In countries such as Austria, Canada, Thailand, and the United States, over 30% of all businesses are now owned or operated by women. Thailand tops this list with an impressive 40%.
- As of 2006, 53% of worldwide college students were women, despite the fact that girls still only comprise 47% of all primary and secondary school students. However, in regions like Sub-Saharan Africa and South Asia, women comprise fewer than 35% of college students and 44% of primary and secondary students.

To view sources and learn more, visit [Economica's curator's statement](#).  
(Click through to find footnotes.)