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Mex and the City Introduces 'Racial Profiling' at The White Box

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In a very Mexican fashion — unlimited tequila cocktails and cumbias playing loud, the culture website and blog [Mex and the City](#) introduced the second volume of their latest project: **Racial Profiling NY & DF**, a series of Q&A profiles and portraits featuring the most interesting people from that big country south of the border called Mexico.

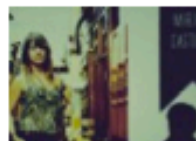
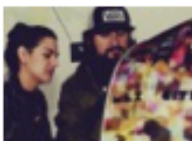
Displaying pictures of all fashionable, good-looking Mexicans on a big white screen at The White Box in SoHo, Mex and the City offered a preview of the project to those involved in Racial Profiling and their just as pretty and artsy looking friends.

In collaboration with Mexican photographer Carlos Alvarez Montero, Mex and the City attempts to portray the who's who in Mexico City and NY's art, music and culture scene; influential Mexican tastemakers living in both cities and contributing to build a contemporary Mexican identity.

The basis for the series, divided into Racial Profiling DF and Racial Profiling NY, were interesting, hard-working people, leaders in their fields who have been creating exciting things in art, culture, fashion and music. People who live in Mexico City and travel to New York for work, or whose work gets distributed in New York.

In the same way, Racial Profiling NY depicts Mexicans who have been living in the City for over five years, and have been contributing to the promotion of the cultural richness that is unique to Mexico City through their different fields of work.

Each week, Mex and the City will introduce one of these people through the portraits and Q&A's on their website, allowing their audience to learn more about them and the increasing Mexican culture in NY, as they help strengthening the bridge between culture mavens both in NY and Mexico City.



<http://societeperrier.com/new-york/articles/mex-and-the-city-introduces-racial-profiling-at-the-white-box/> - .UWBmyIKkAy4