

SOHO HOUSE CITY GUIDES

WEEK
LIKED
CITY

 A guide by members, for members to all the best places to eat, drink, shop, party and meet. Discover the Soho House side of the city.

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WELCOME

An insider's guide to Mexico City

Bienvenidos a la Ciudad de México, we're excited to have you here. Now that you've arrived at **Soho House Mexico City** - our first outpost in Latin America - why not step out to our pool, grab a sunbed, order a Mezcal Margarita, and make a plan for your visit.

With its blend of ancient history, and thriving food, art and fashion scenes, our sprawling and constantly evolving city has long held a fascination for creatives worldwide.

Indeed, Mexico City is nothing if not a city of contrasts. The art ranges from cutting-edge

contemporary styles to folk traditions that stretch back centuries. The food here is equally diverse: from street-food stalls cooking local favourites to Michelin-starred restaurants that people from all over the world make the trip for.

You can shop for artisanal goods, vintage clothes, and antiques in old street markets. Plus, take a stroll around one of the many great parks and boulevards. Amid all this action and excitement, there are also hidden murals and ancient temples to discover in the city's historic centre.

An insider's guide to Mexico City

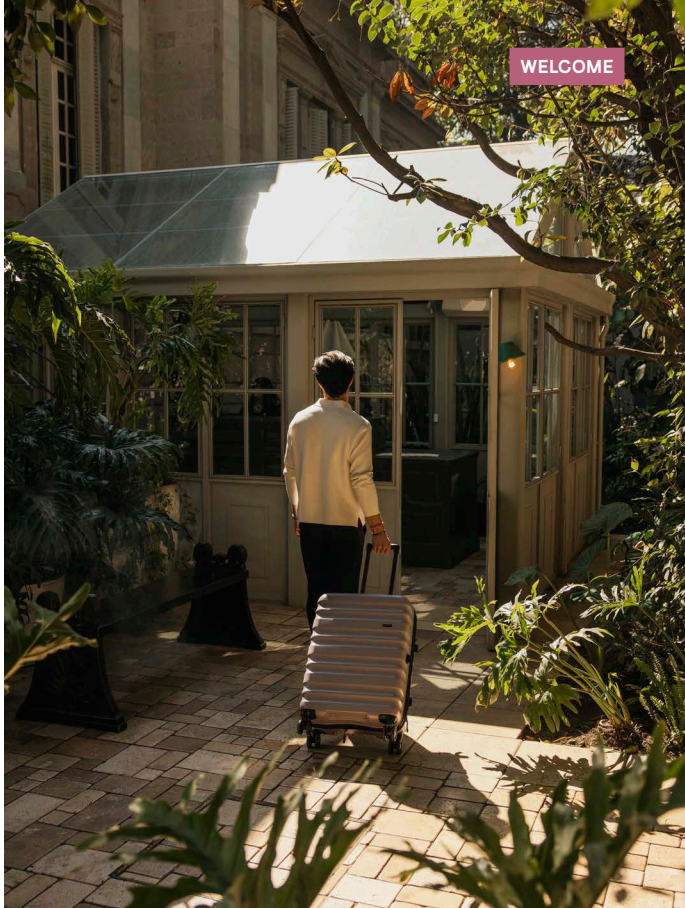
Spread over 25,000 sq ft in the heart of Colonia Juárez, **Soho House Mexico City** reflects the rich cultural mix of the capital, and it's one of our most ambitious projects to date. The former residence of General Juan Prim, who commanded the Spanish expeditionary army in Mexico, is now the 'casa' for the creatives of Mexico City – a place where local members and visiting members can connect with one another – and the city – authentically.

So, consider this – our first-ever printed Mexico City guide, created in partnership with our friends at Antler and featuring all the hottest tips from our members in the know – your ultimate companion to making the best of your trip.

Alicia Gutierrez, Soho House
Director of Membership LATAM

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Soho House app to enjoy
20% off Antler suitcases**

WELCOME





All about Mexico
City's coolest areas

NEIGHBOURHOODS

Colonia Juárez

Located within the Cuauhtémoc neighbourhood, Colonia Juárez (opposite) was once one of the city's most affluent areas up until the 1900s, when it fell into disrepair. It was revived by artists and intellectuals in the 1960s, and today is home to many bars, restaurants, and **Soho House Mexico City**.

Centro Histórico

The beating heart of Mexico City features more than 1,500 historical buildings, including the ancient Aztec temple, Templo Mayor, the Palacio Nacional with its Diego Rivera murals, and the Zócalo, Latin America's largest square.



Colonia Roma

Alfonso Cuarón's 2018 Oscar®-winning film, *Roma*, cemented the district's reputation as a hotspot for art galleries, small museums, stylish bars and restaurants in French colonial buildings, plus squares such as the Plaza Río de Janeiro (opposite).

Coyoacán

With its cobbled streets, colourful piazzas and quiet feel, Frida Kahlo and her husband Diego Rivera chose to live in this former rural village for many years. The pilgrimage to La Casa Azul (the Blue House), Kahlo's original home, is a must.

The art you'll find around Soho House Mexico City

The art in our first Latin American House is a celebration of the wide-reaching talent of Mexico City, with a focus on artists born, based or trained here. Soho House's Global Director of Art, Kate Bryan, and her team worked with established and up-and-coming art galleries in Mexico City, such as OMR and kurimanzutto, alongside the art fairs ZONAMACO, Salón ACME and Material to curate a collection of 150 pieces in a variety of media. It includes pottery, photography, works on paper, paintings, and textiles.

In some areas of the building, the ceilings reach up to three metres in height, offering ample space to display the collection. This, combined with the thriving artistic talent in the capital, has helped to

make the collection at **Soho House Mexico City** one of the most exciting of all our global locations.

Site-specific commissions include a floor-to-ceiling textile piece, which wraps around all four walls of the reception area, by Gabriel Rosas Alemán and Mariá Fernanda Camarena, who form the art duo, Celeste. In the main bar of the House is a commissioned woven tapestry by Dr Lakra (opposite). Born in Mexico City, his work speaks to Mexican folklore, iconography and tattoo culture. There will also be a hanging sculpture for the Pool House made from cowhide and steel by Yeni Mao, while Sofía Táboas is creating a glass installation – the first of its kind for Soho House.

ART



The member picks:

art spots to visit

Selected by Regina Pozo,
design curator and DJ

1 Lago/ Algo

This cultural centre (opposite) is located inside Mexico's largest park, Bosque de Chapultepec. The contemporary art on display is of the highest level, curated by Jérôme Sans, founder and former director of the Palais de Tokyo in Paris. lago-algo.mx

2 Nordenhake

With galleries in Stockholm and Berlin, Nordenhake focuses on international contemporary art. Frida Escobedo redesigned the site in Mexico City, so if you want to have an aesthetic experience while you're here, this is the place. nordenhake.com

3 Galería Agustina Ferreyra

At the heart of Mexico City's independent art scene, this gallery spearheads emerging Latin American artists, with a roster including Ramiro

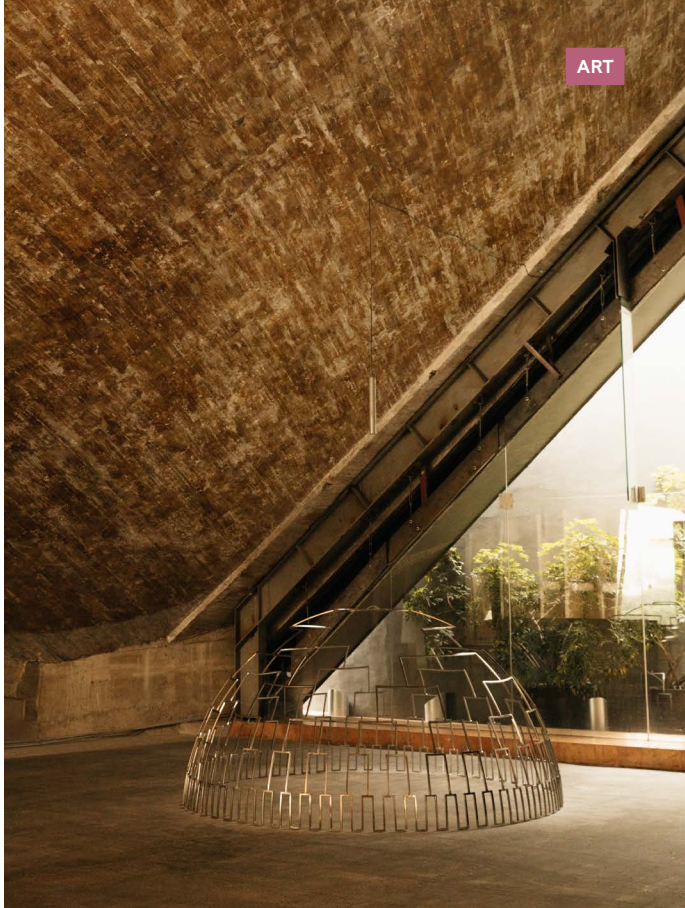
Chaves, Geles Cabrera, Paloma Contreras Lomas, and Dalton Gata. Plus, its new location in Roma Norte is always a pleasure to visit. agustinaferreyra.com

4 Material Art Fair

Material Art Fair is a breath of fresh air during the hectic February Art Week in Mexico City. Now in its 10th year, Material is an established cultural node in contemporary art. Discover publications, performances, and a robust public programme – and don't miss its opening parties. material-fair.com

5 Mercado La Lagunilla

In this sprawling indoor market that takes place every Sunday, you will find Mexican modern art, antique furniture and vintage fashion. Grab a Michelada to drink while you browse the stalls.





Eat and drink your way around Soho House Mexico City

FOOD & DRINK

Headed up by chef Andrea Cavaliere, the food and drink offering at **Soho House Mexico City** (opposite) is a blend of internationally recognised House favourites with local specialities and flavours.

The breakfast menu features well-loved classics, such as granola, Eggs Benedict and a range of tropical fruits for which Mexico is famous, alongside a selection of *concha* and *oreja* pastries from the local Panaderia Rosetta bakery. Later in the day, in addition to the Dirty Burger and Greek Salad from our international House menu, you can tuck into Slow-Cooked Short Rib,

Grilled Baja Lobster and Mexican Chocolate Tart while lounging by the 62 ft pool, along with a beet and coconut cocktail. On Sunday, indulge in the Seafood Paella, which celebrates local ingredients and flavours of the region.

All of the food at the House is prepared in an open kitchen, so that guests can see their dishes being made, creating a lively dining experience. A buzzing tequila and mezcal bar serves local varieties of the famous Mexican spirits, and is one of the many locations dotted throughout the House where members and guests can eat and drink.

**The member picks:****where to eat and drink**

Selected by Lucho Martínez, chef and owner of the restaurant, Em

1 Máximo Bistrot

Located in Roma Norte, Máximo Bistrot (opposite) is my favourite place in Mexico. My trick is to ask the chef to pick five dishes – I've never been disappointed. maximobistrot.com.mx

2 Danubio

This classic dining spot in the city specialises in seafood. Order the Langostinos and a bottle of wine, or simply enjoy a Suero or Clamato Preparado. danubio.com

3 Cantina del Bosque

Another true classic, make sure you try the Pescado a la Sal, Milanesa, and Tacos de Lengua. After eating, enjoy

some drinks while playing dominoes in the games room.

[@cantinaelbosque](https://www.instagram.com/cantinaelbosque)

4 Fonda Margarita

For an authentic Mexican breakfast, get here early to avoid waiting for a table. Must-haves include: Huevos Tirados, Chicharrón en Salsa Verde and Bistec en Pasilla. This restaurant truly represents us as Mexicans.

[@fondamargarita](https://www.instagram.com/fondamargarita)

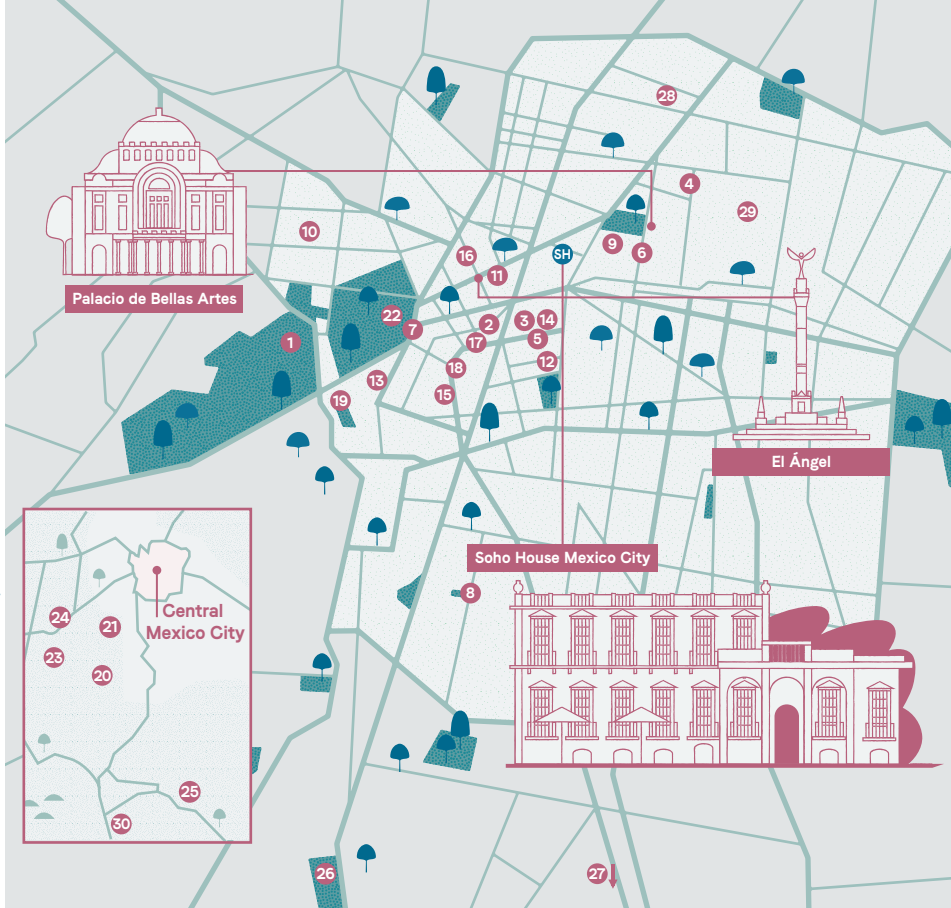
5 Bósforo Mezcaleria

This mezcal bar has been here forever. A level above other similar spots in the city, you can sample all kinds of mezcal from different regions.

[@bosforomezcaleria](https://www.instagram.com/bosforomezcaleria)

Places of interest

- 1 Lago/ Algo 🌊
- 2 Nordenhake 🍷
- 3 Galería Agustina Ferreyra 🖼️
- 4 Mercado La Lagunilla 🌿
- 5 Máximo Bistrot 🍴
- 6 Danubio 🍷
- 7 Cantina del Bosque 🍷
- 8 Fonda Margarita 🍷
- 9 Bósforo Mezcalería 🍷
- 10 Sandra Weil 🏠
- 11 Tiempos 🏠
- 12 Pinguino 🏠
- 13 La Murciélagu 🏠
- 14 Revancha 🏠
- 15 Bonbon 🍷
- 16 Tokyo Music Bar 🍷
- 17 Antro Juan 🍷
- 18 Caimán 🍷
- 19 El Micky 🍷
- 20 Pico del Águila at Ajusco 🌳
- 21 Los Dinamos at Magdalena Contreras 🌳
- 22 Castillo de Chapultepec 🌳
- 23 Valle del Conejo 🌳
- 24 La Pila at La Marquesa 🌳
- 25 Tepoztlán, Morelos 🌳
- 26 Estadio Olímpico Universitario 🏟️
- 27 Museo Anahuacalli 🏛️
- 28 Tlatelolco 🏟️
- 29 Mercado Abelardo L. Rodríguez 🏟️
- 30 Capilla de Palmira 🏛️
- SH Soho House



The member picks:**cool places to shop**

Selected by Edith Vaisberg, curator and founder of Adhesivo Contemporary

1 Sandra Weil

The flagship store in Mexico City offers contemporary clothes inspired by nature, with sustainability at its core. After collaborating with architect Pablo Pérez Palacios, it's now a cultural hub dedicated to empowering women through timeless fashion. sandraweil.com

2 Tiempos

This futuristic space in Colonia Juárez houses the store, offices and creative studios of Tiempos, a cutting-edge fashion label founded by Esteban Tamayo. From the architecture – designed alongside Sala Hars – to the furniture, it creates an experience that goes beyond shopping. tiempos.shop

3 Pinguino

I adore Pinguino (opposite) – a colourful space bursting

with unique items. From quirky gifts to creative stationery and accessories, every piece has been carefully sourced from artisans in Mexico. A must-visit for offbeat souvenirs. pinguinomexico.com

4 La Murciélag

The perfect place for book lovers to find very rare first editions and publications in a wide range of languages, while savouring the quiet joy of being surrounded by stories. A literary paradise. [@lamurcielaga](https://www.instagram.com/lamurcielaga)

5 Revancha

This record store is a vinyl sanctuary with an emphasis on indie and alternative releases. The welcoming atmosphere makes Revancha a hub for music fans seeking both new discoveries and old classics. revanchadf.com



The must-buys to take home
in your Antler suitcase



1 The bathing suit

Corey One Piece Reversible,
approx MXN \$4,770
sandraweil.com

2 The reversible bucket hat

Bucket Hat Two Based
Cuts, MXN \$1,500
tiempos.shop

3 The record

'Sunshine Kiz' by
Piper, MXN \$950
revanchadf.com

4 The towel

Soho House Mexico City Pool
Towel, approx MXN \$1,400
sohohome.com

5 The candle holder

Medium Elephant Candle
Holder, MXN \$500
pinguinomexico.com





Own the night at Soho House Mexico City

NIGHTLIFE

A rolling programme of events and parties tailored to the atmosphere and location of **Soho House Mexico City** (opposite) helps to build our creative community, allowing members to relax and connect.

Previous highlights include a tequila tasting with master distiller Sergio Cruz, where members enjoyed small-batch tequila paired with cocktails and bites. They also learnt more about the spirit, such as the difference between additive-free and mass-produced brands.

Another memorable event was Playdate Drag hosted by Señorita Carlangas, in which the famous board game, *Lotería*, was played with a unique twist. Combining drag performance

and comedy, members brought their friends along for an evening of laughter and games.

Formerly the wine cellar, the basement of the House has been transformed into several lounge spaces, complete with a vinyl bar. The existing cellar was both maintained and reimaged with bespoke furniture, artwork, and Soho House's signature lighting with hand-blown glass sconces. The vinyl bar hosts member events, listening parties, and lively late nights.

Other events include special film screenings, such as Sofia Coppola's 2023 *Priscilla* biopic, hosted by Bimba Y Lola in collaboration with streaming platform, Mubi.



**The member picks:
where to dance the night away**

Selected by Checo Martínez,
membership manager
and Medugory Moreno,
head of membership

1 Bonbon

Every Thursday, Leonor becomes Bonbon, where it hosts lively nights of dancing. The music changes according to the DJ, with set lists including everything from Madonna to the hottest beats of the moment.
@bonboncondesa

2 Tokyo Music Bar

This bar combines a vast library of vinyl music, an incredible sound system, and cocktails using the finest whisky and saké. A special place to go out for drinks.
@tokyomusicbar

3 Antro Juan

A nightclub that centres on electronic and reggaeton

music, and brings in a wide variety of DJs. You'll find it in the heart of Roma Norte.
@antro_juan

4 Caimán

Every night, this bar (opposite) welcomes locals and those from further afield with classic, signature or national *cheve* drinks, plus a wine list that constantly changes. It's ideal for experimenting and pairing with the amazing food on offer.
@caiman_bar

5 El Micky

A fun bar, El Micky is the ideal place to go for a dance. There's a mixed crowd and you're guaranteed to have a good time. A great way to end a night out.
@elmickybar

**The member picks:
where to head outdoors
in Mexico City**

Selected by Ana Jimena
Ramírez, founder of Sersana

1 Pico del Águila at Ajusco

I love this hike – it takes you to the highest peak of the volcano Ajusco, located at the south part of Mexico City almost 4,000 metres above the sea. On a clear day, you have the best views of the valley and nearby volcanoes.

**2 Los Dinamos at
Magdalena Contreras**

Los Dinamos is one of the most scenic hikes. Get there early to avoid the crowds and look for different trails starting at the fourth dinamo – from an easy walk to trail running or a more demanding hike.

**3 Castillo de Chapultepec
City**

If you have time, try to walk or run from **Soho House Mexico City** through Reforma Avenue until you reach the Lions Gate entrance at Chapultepec

Park (opposite). Once you're inside, walk all the way up the hill and you'll reach the castle.

**4 Valle del Conejo and
La Pila at La Marquesa**

Another beautiful forest that's ideal for running or long walks. Here, you'll find the best quesadillas and Caldo de Hongos to end your morning with a good breakfast. It's also an excellent spot for child-friendly activities, such as horse riding, trout fishing, go-karting, and more.

5 Tepoztlán, Morelos

Just outside Mexico City, this is my favourite place to hike. Tepoztlán is located at the nearby state of Morelos, around 50 km away, and it's easily reachable by car or bus. The scenery is different to anything you may have seen before.





Behind the design of Soho House Mexico City

DESIGN

The original architecture of **Soho House Mexico City** (opposite) is beautiful. Spread out over 25,000 sq ft in the heart of Colonia Juárez, it's housed inside the Baroque opulence of Casa Prim, the former residence of General Juan Prim, who commanded the Spanish expeditionary army in Mexico in the early 19th century.

The House consists of three main buildings: the existing casa and an annexe, which features a tequila bar, and a Pool House with a bar and kitchen all located in a greenhouse-style space. Inside the casa is a main bar, restaurant, club spaces and bedrooms. Our design

team worked together to preserve the historic character of the building, adding local influences by using artisans and craftspeople from the city, alongside the usual Soho House signature touches that our members know and love.

Historic details, such as existing parquet flooring, door, window and ceiling trims, fireplaces and frescoes have been retained to honour the European origins of Casa Prim. The team also collaborated with artisans and designers from the area, who used their own special techniques to build fixtures and millwork pieces, all of which help to showcase a museum-level collection of Mexican artworks.

**The member picks:
discover Mexico City's
architectural hotspots**

Selected by Ernesto
Pérez Rea, architect

1 Estadio Olímpico Universitario

Located in Ciudad Universitaria, this stadium's imposing stone materiality and embankment construction is a fusion of contemporary architecture and cultural roots, consolidating its iconic role in Mexican history and culture.

2 Museo Anahuacalli

This architectural jewel was created by Diego Rivera in collaboration with architect Juan O'Gorman. In 2021, it was expanded by Mauricio Rocha, who combined modernity with the museum's rich history, preserving Rivera's original vision.

3 Tlatelolco

The Nonoalco-Tlatelolco housing complex, designed by architect Mario Pani in the 1960s, blends modern innovation with Tlatelolco's

rich pre-Hispanic history.

It represents the visionary experiment in social housing globally, as well as the architectural ambition of the era.

4 Mercado Abelardo

L. Rodríguez

Founded in 1934, the murals of Diego Rivera and his students, plus the intervention of sculptor Isamu Noguchi, give life to this little-known market (opposite). Don't forget to stop by the Antiguo Colegio de San Ildefonso just a few blocks away, an icon of colonial architecture in Mexico.

5 Capilla de Palmira

This masterpiece, designed by Félix Candela, stands out for its innovative, concrete shell structure. Built in the 1950s near Cuernavaca, it's worth visiting if you have the time to travel a little outside the city.



Still on the hunt for more Mexico City must-dos?

Visit the 'Travel Tips' section of the Connect feed in the Soho House app to find other members for city-break gold.



Contributors: Alicia Gutierrez, Checo Martínez, Lucho Martínez, Medugory Moreno, Fernanda Ordóñez, Regina Pozo, Ana Jimena Ramírez, Ernesto Pérez Rea, Edith Vaisberg. Writer: Alfred Tong. Photographers: Maureen M Evans, Rafael Lührs, Ximena Morfín. Illustrators: Chiara Brazzale, Mike Lemanski. Model: Alvaro Zubeldia.

A large, dark green, textured rolling suitcase with a black handle and four wheels. The brand name 'ANTLER' is visible on the side. The suitcase is the central focus of the right half of the image.

ANTLER

FOR THOSE WHO TRAVEL OFTEN. SINCE 1914.

Explore our House in Mexico City



Soho House Mexico City
