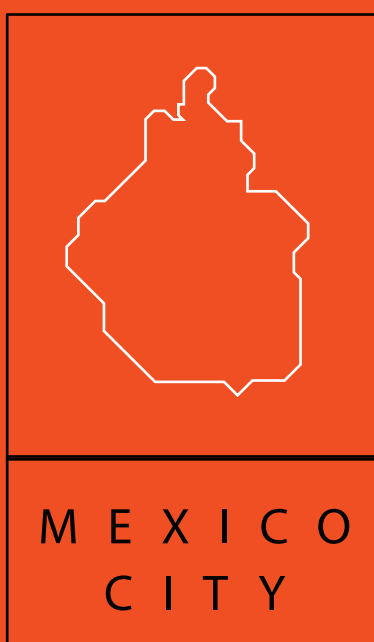




M A P



#morenitacdmxmap

morenitaexperience.com

In your hands is the Morenita Mexico City Map. The purpose behind its practical design is to bring you closer to what makes our ancient yet vibrant capital the most fascinating destination in the Western Hemisphere.

The Morenita Mexico City Map breaks down recommendations from Cristina Lugo, Morenita's Founder & CEO and a cultural ambassador who, along with her team of travel experts, are the city's best hosts. We redefined the standards of tourism by representing a community of Mexican creatives that belong to many worlds at the same time. This understanding makes our work personal, exposing travelers to a niche perspective of contemporary Mexico in a sophisticated, refreshing and unprecedented way.

Our map includes a bit of the now-famous #Mexplaining content, a conceptual space where Mexicans explain México. Our #mexplanations offer useful traveler tips, Mexican slang and cultural peculiarities we know you will enjoy.

The Morenita Mexico City Map is a physical manifestation of our creative heart & soul: please treat it with love, share it with others, or treasure it as a special souvenir of your visit to our capital.

## #MEXPLAINING

Welcome to #Mexplaining, a conceptual space where Mexicans explain Mexico. In this edition, we bring you useful travel tips, Mexican slang and cultural peculiarities you'll enjoy being familiar with as you explore Mexico City. Side note: we encourage you to be respectful in how you communicate, behave and address our culture, as you would anywhere else in the world and as you would expect other visitors to do so when they travel through your country.

## TRAVEL TIPS

**MONEY.** We are a hardcore cash society so always have a couple thousand pesos on you. Most formal establishments will take credit cards but shopping at markets or eating on the street will require payment in cash pesos.

**CLOTHING.** Bring layers: our weather is mild year-round (60°F-75°F) but it can rain, hail, get warm and chilly all in the same day. We are 7,000 feet above sea level, so sun protection is essential: wear hats, sunglasses & sunblock. When dining at restaurants, wear the same clothes you would in any major city. Short shorts and flip flops are culturally discouraged, and due to the poor condition of our sidewalks, impractical.

**TIPPING.** Your waiters will ask “¿cerramos su cuenta?” or “cuenta cerrada?” which is an indirect way of asking if you’d like to leave a tip. 15% is standard, 20% means service was exceptional and 10% means it was so-so. Just reply “quince por ciento” and you’ll be fine. Unless at a market or taco stand, tip with coins. If at a bar or restaurant, use bills to pay your tip and always in Mexican pesos, not in dollars or euros.

**TRAFFIC.** Pretty simple: avoid commuting between the hours of 7am–10am and 5pm–7:30pm Monday through Friday. Traffic on Saturday afternoons & evenings is pretty chill, and Sundays are easy anytime of day. Give yourselves 30 minutes to go anywhere, even if its 1 or 2 neighborhoods down.

## SLANG

**GÜEY.** This literally can mean a million things. As a noun: dude, man, that person, this person, a person and many times an unintelligent person. Only use this word around Mexicans you are very familiar with, but at the same time do not take offense if someone refers to you as a “güey”, odds are they are not trying to be offensive. As an expression, it can communicate surprise, anger, annoyance, excitement, happiness, sadness... it all depends on the tone and enunciation.

**CHILANGO.** A resident of Mexico City.

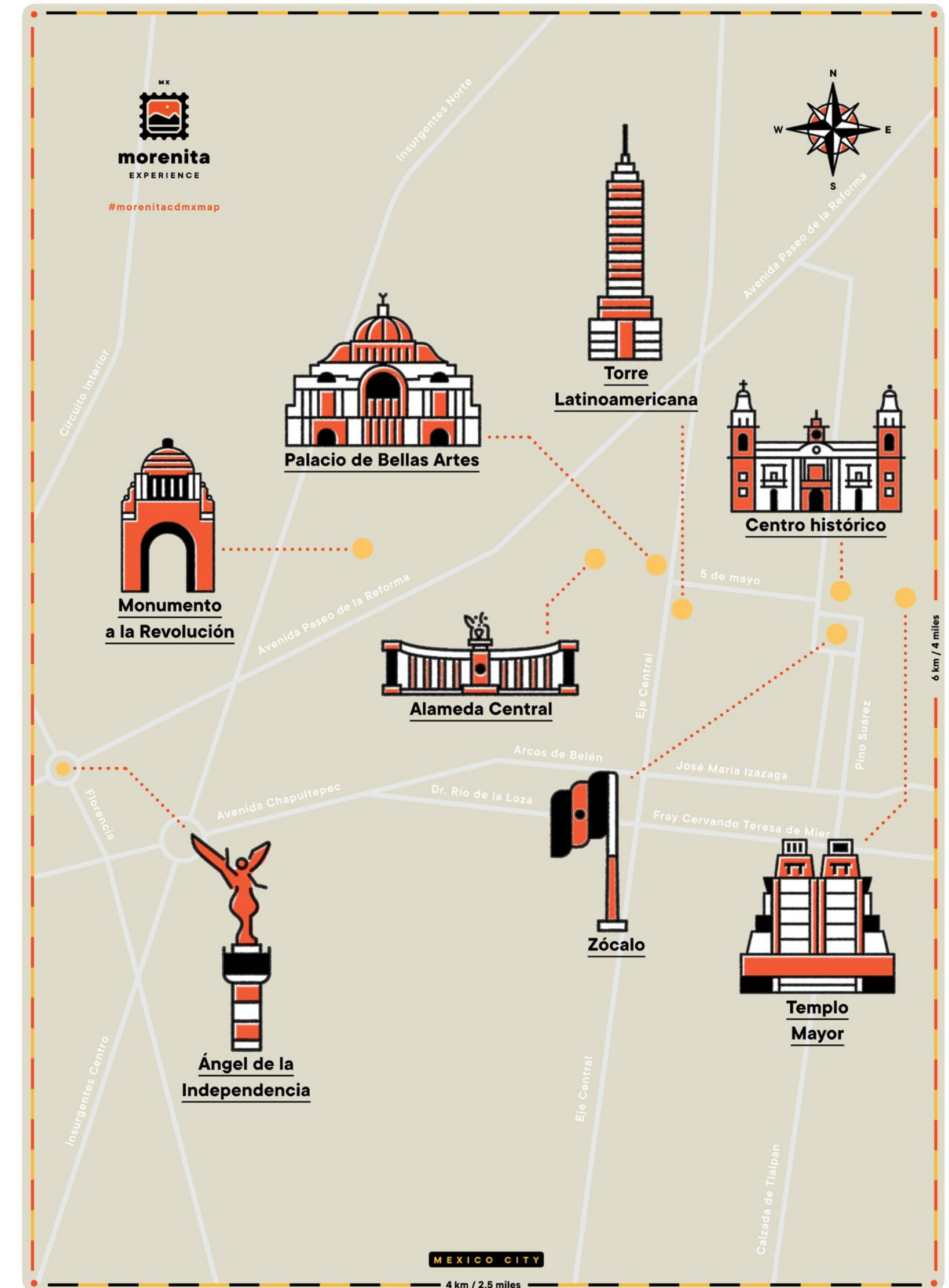
**QUÉ ONDA?** Depending on the circumstance, this can mean: What’s up? How are you? How’s it going? What’s happening? What’s going on?

## CULTURAL PECULIARITIES

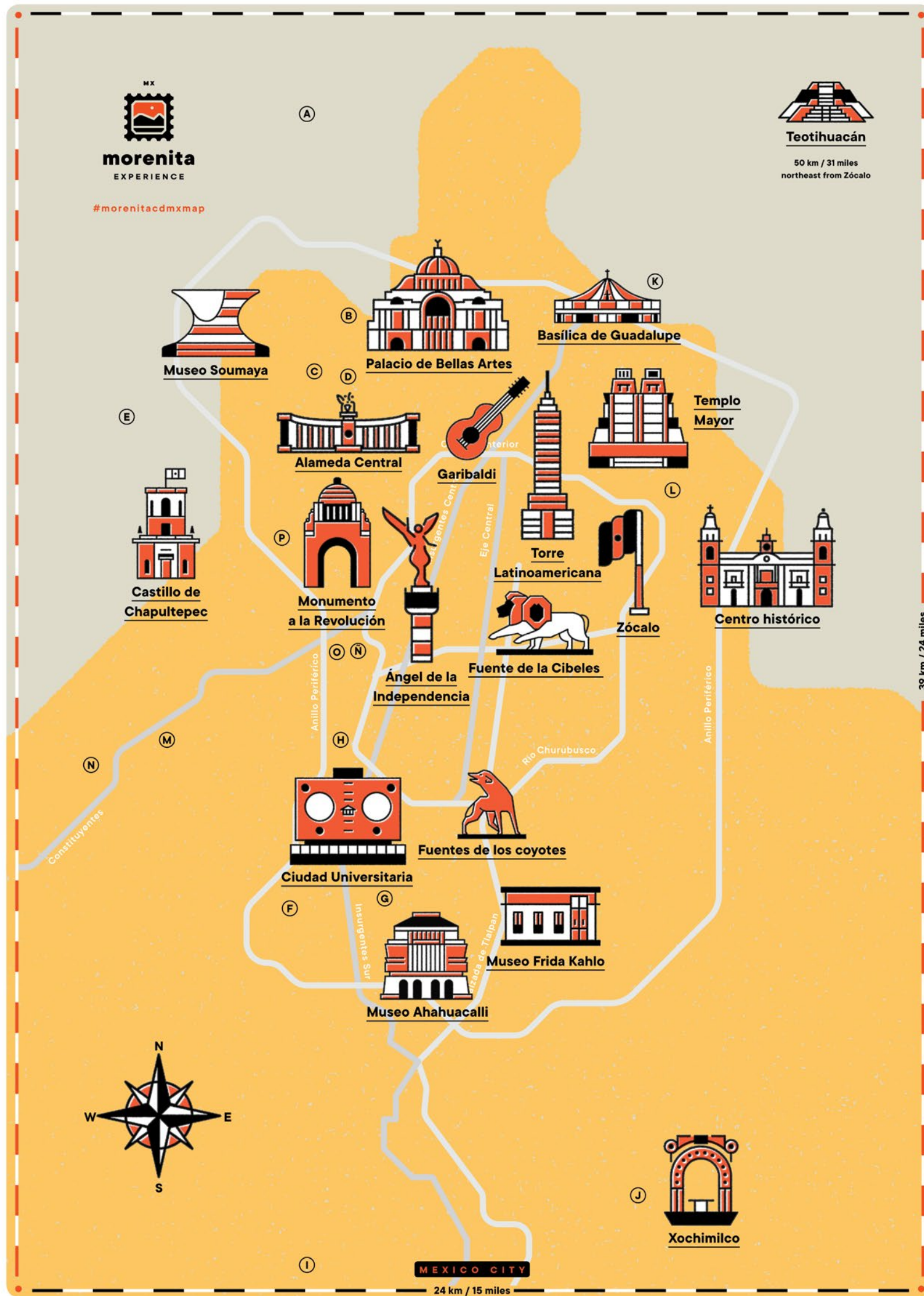
**QUESADILLAS CON O SIN QUESO.** Bear with us here. *Chilangos* seem to think quesadillas do not have cheese, and therefore they are served with other fillings. If you want a quesadilla with cheese, like every other normal person, you have to specify “quesadilla con queso”.

**ALBUR.** A form of word play or humor that connotes double-meaning, a sexual entendre or innuendo. More common amongst males and in lower social norms, albur can be found throughout Mexican culture and, if well executed, will provoke laughter and jokes, as its considered a sign of wit and mental agility.

**SOBREMESA.** An extended lunch or dinner where you are enjoying each other’s company so much, that well after a meal is finished the hours pass and nobody leaves. A sobremesa usually involves multiple bottles of wine, tequila or mezcal, talking, laughing, perhaps singing or playing an instrument, always at the same table where you ate. In Mexico City, its quite common for Friday lunch to be so extended, people sit at a restaurant table for 6–8 hours. It is the enjoyment of feeling no rush or having no intention of leaving.







### 1 Museo Nacional de Antropología

The most visited museum in Mexico. Its 23 rooms safeguard the largest collections of archaeological and ethnographic pieces that testify to our indigenous legacy. Here you will find the Aztec stone calendar, jade masks and pyramid replicas. **Tue-Sun: 9-19.**

Av. Paseo de la Reforma and Gandhi, Chapultepec-Polanco.

### 2 Museo Soumaya

Its asymmetric façade formed by 16,000 aluminum hexagons is designed by renowned architects Fernando Romero and Frank Gehry. Soumaya exhibits great masters like Rodin, Van Gogh, Picasso, Dalí and Diego Rivera and has the largest collection of coin-bills of the viceroyalty.

**Open daily: 10-19.** Miguel de Cervantes Saavedra 303, Polanco.

### 3 Castillo de Chapultepec

Built on the Cerro del Chapulín, it has been a military school, a residence for emperors and presidents and since 1939 the National History Museum. It retains murals by David Alfaro Siqueiros, stained glass windows, historic documents, classic European furniture and a fortress.

**Tue-Sun: 9-17.** Bosque de Chapultepec, Primera Sección.

### 4 Ángel de la Independencia

The steel column topped by the Winged Victory, a gold-plated sculpture that symbolizes the independence of Mexico from Spain. Inside rest the remains of national heroes such as Miguel Hidalgo y Costilla and Leona

Vicario. Av. Paseo de la Reforma.

### 5 Monumento a la Revolución

Originally stood as the Federal Legislative Palace until the Mexican Revolution of 1910. Today its art deco architecture serves as a mausoleum and museum.

**M-Th: 12-20. F-Sa: 12-22. Sun: 10-20.** Plaza de la República, Tabacalera.

### 6 Palacio de Bellas Artes

Its marble façade is an international reference of *art nouveau* architecture. It is the main cultural venue in Mexico to enjoy live performance such as operas, chamber music and plays. Its art collection includes 17 murals by Diego Rivera, José Clemente Orozco and David Alfaro Siqueiros.

**Tue-Sun: 10-18.** Av. Juárez corner Eje Central Lázaro Cárdenas.

### 7 Alameda Central

It is the oldest open park in America, located next to Palacio de Bellas Artes. Its green areas were once full of Alamo trees, hence its name. During the colonial era it was the preferred meeting point for high society outdoor strolls. You will find the Diego Rivera museum, Italian and greek fountains and a marble monument dedicated to former President Benito Juárez.

### 8 Torre Latinoamericana

It was the first skyscraper in Mexico City and from 1956 to 1972 the tallest building in the world outside the USA. It has 44 floors, four of them miradors with telescopes. Inside there are two museums, a restaurant and a skybar. **Open every day, 9-22.** Eje Central Lázaro Cárdenas.



### 9 Xochimilco

A UNESCO World Heritage nature reserve. Hundreds of square miles of canals, many of which have productive chinampas, or floating gardens.

### 10 Museo Anahuacalli

Pyramid-shaped volcanic stone building that Diego Rivera himself built to protect his collection of pre-Hispanic art, which is made up of more than 60,000 figurines, as well as sketches of some murals. The highest part is a panoramic terrace with views to the south of CDMX.

**Tue-Sun: 11-17:30.** Museo 150, San Pablo Tepetlapa.

### 11 Ciudad Universitaria

It is a massive complex of buildings and outdoor spaces that make up the National Autonomous University of Mexico (UNAM). The central campus was declared a World Heritage Site due to its concentration of murals, museums (including contemporary art), sculpture atriums, cultural centers, a botanical garden and an Olympic Stadium.

Av Universidad 3000, Coyoacán.

### 12 Fuente de los Coyotes

Emblematic sculpture of Coyoacán neighborhood. This area was evangelized by Franciscans and Dominicans, who built baroque temples and mansions that today are still standing. Due to its country atmosphere, the neighborhood served as a residence for great personalities, such as Frida Kahlo, Dolores del Río and León Trotsky. Parque Centenario, Coyoacán.

### 13 Museo Frida Kahlo

La Casa Azul is where Frida Kahlo lived until her death in 1954. Here you can find her journals, wardrobe, wheelchair, the easel that Nelson Rockefeller gave her, some self-portraits and even her ashes. **Tue-Sun: 10-17:30. Wed: 11-17:30.** Londres 247, Coyoacán.

### 14 Centro Histórico

It is the largest historic downtown area in Latin America: museums, temples, cloisters and an endless number of cultural vestiges from different eras are concentrated in its almost 10 kilometers. UNESCO declared it a World Heritage Site in 1987. Because of the architectural beauty of its buildings, Mexico City is called “The City of Palaces.”

### 15 Zócalo

Its official name is Plaza de la Constitución. In the esplanade, which is part of the old Tenochtitlan and whose surface measures almost six hectares, flies the flag of Mexico. Around it are some of the main precincts, such as the National Palace, the Supreme Court of Justice and the Metropolitan Cathedral.

### 16 Templo Mayor

Ceremonial center built by the Aztecs to worship Huitzilopochtli (god of war) and Tláloc (god of rain). The vestiges of those temples account for the lineage of all Mexicans and the vast cosmogony that prevails until today. It has a museum that exhibits the findings found in the area.

**Tue-Sun: 9-17.** Seminario 8, Centro Histórico.

### 17 Plaza Garibaldi

The most festive destination for live mariachi music. It served as a set for Mexican Golden Cinema films where José Alfredo Jiménez and Pedro Infante filmed scenes in the most emblematic spots of the square. It's also home to the Tequila Museum and several traditional markets. Eje Central Lázaro Cárdenas s/n, Centro Histórico

### 18 Xochimilco

It stands on Tepeyac Hill where according to Saint Juan Diego, the Virgin of Guadalupe, the most important religious icon of Mexico, made an apparition before him. Every 12th of December, 10 million pilgrims celebrate the virgin on her day. **Open daily, 6-20.** Plaza de las Américas 1, Villa de Guadalupe.

### 19 Fuente de las Cibeles

This Madrid replica not only represents the relationship between Mexico and Spain, it is also the point where two bohemian neighborhoods meet: Roma and Condesa. The sculpture serves to link the intersection of Oaxaca, Durango, Medellín and El Oro streets, where popular bars and restaurants can be visited.

### 20 Pirámides de Teotihuacán

The archeological area represents the most important pre-Hispanic city of Mesoamerica, northwest of the Valley of Mexico. Huge pyramids were built here for the Sun and the Moon. **Open daily, 9-17.**

## NORTH

- A Cuadra San Cristobal & Torres de Satélite by Luis Barragán:** a private home famous for its horse stables which offers guided tours for architecture and design aficionados and a public monument consisting of triangular prisms.
- B Arena Ciudad de México:** a live concert & sports arena with a capacity for 22,000 people. Past performances include Luis Miguel, Pet Shop Boys, the NBA, UFC, Disney on Ice and Ringling Bros Circus.
- C Parque Bicentenario:** the second largest park in CDMX after Chapultepec. Open daily and free of charge, here you can find a lake, botanical gardens and sports facilities.
- D Nico's:** a culinary institution headed by Chef Gerardo Vázquez Lugo, considered a mentor to many of Mexico's greatest chefs, including Enrique Olvera of Pujol.
- E Nido de Quetzalcóatl:** a Designed by Mexican architect Javier Senosiain, and named after the Aztec serpent God, the psychedelic complex houses private apartments in a secret garden spread over 165,000 square feet that meander through the land like a slithering serpent.

## SOUTH

- F Casa Pedregal & Ex Convento de las Capuchinas by Luis Barragán:** a the largest of his private homes, famous for its lava rock garden and an exconvent designed & built by the Mexican architect, which both now offer guided tours for architecture and design aficionados.
- G MUAC:** a museum of contemporary art, part of UNAM'S Cultural Center project. Their collection includes work produced since 1952—the year in which the University City campus was inaugurated—by artists based in Mexico.
- H Bazaar del Sábado:** a Saturday market showcasing high-end Mexican designers & artisans in San Ángel neighborhood.
- I Ajusco:** a dormant volcano and National Park, known for its high elevations, pine-oak forests and high mountain grassland.
- J Embarcadero de Nativitas:** the the dock where you board Xochimilco's famous colorful trajineras (boats) and enjoy the canals, floating gardens and overall folklore.

## EAST

- K Basílica de Guadalupe:** the only place on Earth where the Virgin Mary is said to have made a posthumous apparition and the most important religious site in the world for Roman Catholics after the Vatican, in Rome.
- L Mexico City Benito Juárez International Airport**

## WEST

- M Santa Fe:** MexicoCity's most modern district, known for its corporate skyscrapers, international restaurants, college campuses, global chain hotels, and Centro Santa Fe, a sprawling 500-store shopping mall, one of the largest in Latin America.
- N Bosques de las Lomas:** Spanish for “forests of the hills”, this one of the most affluent neighborhoods in Mexico City and home to a large Jewish-Mexican community.
- Ñ Kurimanzutto:** the Mexico City's leading contemporary art gallery, located in the San Miguel Chapultepec neighborhood.
- O Casa Gilardi & Casa Estudio Luis Barragán:** the last private home built in the 1970s by the Mexican architect and his former studio home, which both now offer guided tours for architecture and design aficionados.
- P Polanco:** often called the “Beverly Hills of Mexico”, this neighborhood concentrates luxury shopping, high-end restaurants, diplomatic embassies, and an attractive real estate market.

Morenita is a DMC, tour operator and luxury travel agency for select premium destinations in Mexico. Servicing Virtuoso agencies and high-profile travelers since 2017, our mission is to expose the core of Mexico's cultural excellence to a discerning global clientele. For a complete list of services, newsletters, videos, blogs, and travel content visit [morenitaexperience.com](https://morenitaexperience.com) For inquiries, availability and rates email [info@morenitaexperience.com](mailto:info@morenitaexperience.com) For stories and inspiration follow [@morenitaexperience](https://www.instagram.com/morenitaexperience) on Instagram.