

# Creative Frontier: Professors Analyze Mexico – U.S. Cultural Relations



**Can art create a bond between cultures regardless of physical borders?** Yes, through the creative industries, said philosophy professor **Alfonso Alfaro** and **George Washington University** professor **John Warren**.

This topic was addressed in the panel ***The Border as a Creative Possibility: Mexico-United States Cultural Relations***.

The event was organized by the National Directorate of Cultural Development and the **School of Humanities and Education**.

*“A fundamental task of universities is to **prepare people** for the post-contract manufacturing world. This means shifting their focus from labor to **joining** the creative industries,”* shared Alfonso Alfaro.



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It's a huge challenge, he said, because overcoming the contract manufacturing cycle is necessary, as is resolving economic and political inequalities.

*"The key to **overcoming** these terrestrial boundaries is creativity,"* explained the director of the **Center for Arts Research in Mexico**.

In the discussion, the specialists explained that **language, the arts, music, and film** are some of the disciplines that have helped us understand the **connection** between nations, regardless of cultural boundaries.

*"The most interesting thing about our current situation is that we increasingly have **more cultural mixing**."*

*"For example, in the United States, the Hispanic community used to be considered a minority, but now they're more involved in American society,"* said John Warren.

*"The only thing that gives me hope is creativity; the mixing of cultures is a ray of light among all the negativity." - John Warren*

Held on **February 25**, this event aimed to reflect on how the border can be understood not only as a **geographical boundary** but also as an opportunity for **cultural innovation**.

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## Borders as meeting spaces

Borders are **meeting** places. We have lived in culturally distinct spaces for centuries, but there is an unseen border that has always been talked about, and that is the border of the **Western world**, Alfaro added.

*“Today, we can say that the Western world **no longer exists** because the cultural hegemony maintained by the United States, particularly after World War II, has changed; now there is **multi-border** interaction,”* he explained.

When discussing border region **editorial contributions**, **John Warren** highlighted the importance of **collaboration** between institutions to move written stories across territories.

*“We can say that it’s now easier to get books in Spanish in the United States; that’s one less barrier.*

*“But, **as a university**, what we should really be interested in is generating **strategic collaborations** with major publishing houses that give us the opportunity to publish books*



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## Collaboration is key to crossing borders

John Warren said that creativity will continue to be the key to breaking down boundaries in any field.

*“The only thing that gives me hope is creativity; the mixing of cultures is a ray of light among all the negativity. **‘Is education part of that creativity?’** Of course,”* he argued.

**Ana Lucía Macías**, National Director of Cultural Development at the Tec and moderator of the panel, noted that the creative possibilities presented by the specialists provide a **broader view** of culture.

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*“This conversation has allowed us to explore how literature, art, and artistic expression in general are fueled by interculturality.*

*“We’ve also learned how these relationships can generate new creative possibilities,” she said.*

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