



1964
- 2021

Ernesto Herrera

- Life and Work of a Visionary Artist.

Today we celebrate the transcendence of a noteworthy character, and dear friend. We share a few passages from his endless body of art, where one need only pry open a memory once shared with him for an army of shining sequels to burst upon the story, making it impossible to arrange the abundance of moments that now grow in a new generation. We honor the striving for triumph of so many people, that he could always turn into an anecdote, and the unforgettable closeness for those of us who felt the joy of calling him our family. The certainty in the dates of his arrival and departure are shared at the end of this text, presented in a different order, as befits one who employed creativity as a device for monumental creation.



With a sober voice and quick speech, there was simply no way for words to assemble and be spoken at the speed his inventive genius required. This is who he was – a Creative, in every sense of the word. Without titles or requirements, only ingenuity made flesh. His gait was elegant and swift, seemingly shy at first, but sharp as a dart when given a chance to conjure up a new idea. If one paid close attention, and was able to dive into what his eyes could see, one would perceive the multitude of contexts, fonts, colors, planes, textures, sounds, and references that would shoot through his instincts and onto a finished project.

Ernesto Herrera always liked the theater, as a starting point and as the end game.

He knew how to wait. He learned to listen to the rain, to watch the fields, to enter dialogue with Antigone or Krapp, and even to draw new shades onto the whitest stars. He created daring sceneries, sharpening his mastery and stealth, earning his first accolades when, along with his best friends, he founded Luna Negra in 1995 as an unmatched laboratory for the artists in his home town. In their debut, they would conquer the quixotic capital's Teatro Cervantes. Over time, we saw him bearing a kind of scenic talisman, which would indicate the next idea to bring to life, whether it be for a book, a room, a speech to be delivered by his peers, a film sequence, or a word spoken in love and with generous doses of sarcasm for a loved one.





The 20th Century had not yet ended when Ernesto Herrera's powerful work began its flight towards its place History. To try and mention every project he helmed would be a futile attempt, for the full body of mentions and recognitions of his masterful work is never ending. One need only wade through the Cultural community of Guanajuato over the last 30 years to realize that a remarkable majority of the emblems, posters, campaigns of all sorts, bibliographies and breathtaking landscapes, bear his signature.

Always a pioneer in the use of creative technologies, at the vanguard, his laudable skills in the fields of politics, tourism, education or art were matched by his understanding of processes and ability to capture the key moments. His grand contributions as the Head of Design for the 'A.M.' newspaper need mention, being recognized among the most important publications nationwide. Likewise, his work as Image Director for the Government of Guanajuato. However, a revelation would come when, alongside his inseparable brother, Jesús, he founded what would become a world-renowned publicity and design company, Zona Gráfica... his own sanctuary.

In his journey he was armed with a passion for a fierce football team clad in green; photography and print, universal or graphic design, the uproarious invention of words, new Pantones, volumes and compositions; a taste for coffee, antiques, and unique finds at a bazaar. Then came his unbreakable love, that would further amplify his name, moving to San Miguel de Allende as a preamble to the world, with new constructions, always with his “Vida” at his side; the collection of stamps on his passports and a legacy that shall never end, reminding us all of the imperious need and immeasurable value of always building more. More Movies, Please!



How many of us came to meet the love of our lives while roaming the Guanajuato International Film Festival? How immense this notion of Love is in this place, all because of him and Sarah Hoch. Whether it came from the Person or the Profession, this idea will continue to live on beyond any stage, in any paradise of his choosing. The moment where a shared dream becomes the intention of thousands, a laurel wreath for all... Him and Her, an indivisible couple, will no doubt know how to keep it going.

To talk about the GIFF, which they founded in 1998 – first called Expresión en Corto – is to delve into one of the most important chapters in the history of Mexican cinema, one that worked for its exposure, and rebirth. Their wish was to place our film industry among the highest summits, and they succeeded. Over two decades, they have never ceased in bringing together innumerable efforts to maximize the potential of film creation in an inclusive and innovative way. We could go over 23 years of GIFF, and the realms and heights no other festival has reached, but “there are too few pages, and too many motivations.”

The time Sarah and Ernesto shared in their complicity will now have to multiply itself, bearing witness to the great achievements the couple achieved.

This would be his Name in Lights, with family as his greatest masterpiece. Today, we celebrate the passing of a husband, a son, a brother; also the father, ‘Happa’ the grandfather and unforgettable mentor; the director, colleague, and author; the ‘bro’, the old friend... today we celebrate him from every seat in the theater. He achieved it all, and his greatest virtue was never needing it. It was all about going home and doting on Sarah, conversing with Nancy and Santiago, melting for hours in Eli and Johan’s hugs; it was laying back and dedicating thoughts to Soledad, his mother, to his siblings Arturo, Alberto, Carlos, Felipe, Mercedes, Leticia, Martha, Rosario, and Ana, whom he helped raise from childhood through his example; It was reaching again for the phone and writing a short message to Chuy or Javier, your dear friends, and plan the work for the following day; it was closing his eyes, restful in the thought that the machine in his head could rely on dozens of talents who will carry on this road. So many names could fit on these lines, giving a voice to each one to send to him the warmest of hugs: It’s done, go back home.



Indeed, Ernesto Herrera Godínez was born in León, Guanajuato, on the 20th of December, 1964, never again to leave this world. It was February 12th, 2021, after 56 years, when he received his next curtain call, towards a new stage he will fill entirely, as he always said. Some say it was the virus that took you. Others, that will be gone for some time, as if convinced that the Ending belongs to that which is over. We must let them know that his life and work is enormous, extensive, and unforgettable. We must be clear, that this is not truly an obituary, or a farewell... You, Ernesto, will never be someone who was 'just passing through...'

