



Discover Puerto Rico executes activation at Art Basel in Miami with artists Juan Salgado and Devon Rodríguez

The famous Puerto Rican tattoo artist elaborated a mural, and Rodríguez unveiled a new portrait during the event that exhibits world-class artistic manifestations

Miami, Florida, December 8, 2024 – Discover Puerto Rico promoted visitation to the Island during a unique activation at Miami Art Week 2024, one of the world's most prominent artistic and cultural fairs. The event included a new mural by local artist Juan Salgado and the creation, during the event, of a new portrait by painter Devon Rodríguez.

The initiative seeks to expose Puerto Rico as a destination for leisure, business, and events and highlights Puerto Rican culture and its artistic manifestations within the global panorama. This is closely in line with Discover Puerto Rico's strategy of exposing Puerto Rican culture as an attraction for visitors.

“This event allows us to highlight the culture of our Island from a creative point of view. In addition to highlighting the Island's unique artistic perspectives and traditions, we collaborate with world-class Puerto Rican artists with great talent to capture the Boricua spirit,” said Brad Dean, CEO of Discover Puerto Rico.

Miami Art Week 2024 began on December 5 and runs through today. Juan Salgado’s mural was exhibited in the HIVE area of the art fair, located in the Wynwood neighborhood in Miami. The piece is called “Ritmo y Sazón” and is inspired by Puerto Rico.

“This mural is a vibrant celebration of Puerto Rican nostalgia, filled with elements every Boricua can relate to. I have captured the things that I am passionate about and that I miss deeply every time I leave the island: from the joy, dance, and charisma of our people to the melodious song of the coquí, our Maga flower, and the emblematic parrot, along with the unmatched beauty of our beaches, rivers, and mountains. This mural, made with spray paint cans, is a tribute to our identity, ancestors, and those memories that keep us connected to our land, no matter where we are,” said Salgado.

For his part, Rodríguez, who achieved artistic fame by posting videos of strangers on the New York subway on his social networks, will participate in a special event this Sunday, December 8, in which he will create a portrait of Salgado.

This is Rodríguez’s second collaboration with Discover Puerto Rico. Last Thursday, the artist released the first of three videos created with Discover Puerto Rico on his social media. The artist highlights Puerto Ricans' African, Taino, and European origins through portraits and interviews in these videos. Rodríguez is the most followed visual artist on social media.



“This mural has all the elements of my journey to Puerto Rico as seen through the eyes of Juan Salgado. His artistry captures the essence of the island, and my portrait of him is a tribute to the culture and rich heritage he represents. Together, we infused both the mural and the portrait with the soul of Boricua pride

In addition to the artists' participation, the promotional efforts included artisans, a batuplena comparsa, and Discover Puerto Rico staff who guided participants on the benefits of Puerto Rico as a vacation destination. ArtBasel Miami Beach 2024 is one of the most important art fairs in the world, showcasing a wide range of modern and contemporary works of art.

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