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Discover Puerto Rico Promotes Local Heritage and Art in Miami Art Basel

Puerto Rico join this legendary art fair for the first time as a tourism destination

SAN JUAN, PR, December 10, 2018 – Puerto Rico has one of the most diverse and exciting art scenes in the Americas and Discover Puerto Rico, the Destination Marketing Organization (DMO) for the Island will capitalize on this valuable asset in this upcoming edition of Art Basel Miami.

Although several Puerto Rican artists have participated in this art fair in the past, this is the first time that Puerto Rico strategically utilizes this platform to invite potential visitors to come and promote the Island.

Recent research conducted by Discover Puerto Rico shows that the Island's cultural backbone offers a great opportunity to differentiate Puerto Rico from its competition. Therefore, Discover Puerto Rico commissioned a special mural to leverage the local heritage through the arts. The mural will be available for 3 months at RC Cola Plant, in 550 NW 24th St, Miami and it will receive approximately 250 thousand visitors.

“Florida is one of our most important markets and this is a unique opportunity to showcase our rich art scene. Both Carlitos Skills and Don Rimx are two remarkable and talented Puerto Rican cultural ambassadors”, said Brad Dean, CEO of Discover Puerto Rico.

Carlos “Carlitos Skills” Rivera and David “Don Rimx” Sepúlveda joined forces and together, they created a colorful 50 feet mural with a fresh Island approach featuring extraordinarily compelling and locally relevant cultural elements such as the piragua, the guitar player and the coquí.

The mural was unveiled last weekend and was brought to life thanks to live fine popular tunes performed by guitar player Ramiro Malagon and the support of Rums of Puerto Rico, offering visitors a taste of local flavors thru creative cocktails.

Don Rimx was born and raised in San Juan, Puerto Rico. He attended the Central High School of Visual Arts and continued his education at the Puerto Rico School of Plastic Arts.

Don Rimx has created over a dozen murals across the USA and in 2014 he was invited to the Brooklyn Museum as the guest artist for the National Hispanic Heritage Month. He currently lives in Miami, Florida after a brief stint in NY.

Meanwhile, Carlitos Skills was born in Bayamón, Puerto Rico. He completed a BFA with a minor in Digital Art and Design at the Puerto Rico School of Plastic Arts and has left his unmistakable mark on both body art and murals, some of them located in New York, Oakland, France, and Colombia. In November 2018, he opened his very own gallery space, Skills Creative Studios in Bayamón.

Art Basel Miami 2018 features over 200 leading international galleries specialized in modern and contemporary art, showcasing works of art from more than 4,000 artists, including paintings, sculptures, installations, photography, films, videos, and digital art.

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About Discover Puerto Rico

Discover Puerto Rico is a newly established private, not for-profit Destination Marketing Organization (DMO) whose mission is to make Puerto Rico visible to the world as a premier travel destination. The DMO will bring prosperity to the people of Puerto Rico by collaboratively positioning the Island's diversity and uniqueness for leisure, business and events. It is responsible for all global marketing, sales and promotion of the destination and works closely with key local governmental and non-governmental stakeholders throughout Puerto Rico's visitor economy and community at large to empower economic growth.