

Jorge Rodriguez-Gerada is internationally recognized for creating his work in urban spaces on a large scale, sometimes so large that his pieces can be seen from space and photographed by satellites. He has become renowned for utilizing walls and streets as canvases and citizens as models to create powerful works around the world.

Born in Cuba and raised in the United States, Rodriguez-Gerada began his career in the early 90s as a founding member of New York's Culture Jamming Movement. Since then he has perfected his artistic directions as a muralist, sculptor, and land artist.

He has created a series of important large-scale works, including his portrait in Queens, New York, memorializing the late Dr. Decoo, a Latino pediatrician who lost his life after battling the COVID-19 pandemic in New York City. Rodriguez-Gerada recently completed a commission to create the mural designs for the Spanish Pavilion in the World's Fair in Dubai.

Rodriguez-Gerada has collaborated with multiple organizations and institutions, such as Google Research Lab, the Smithsonian National Portrait Gallery, and the United Nations Sustainable Development Group, to work to forward positive initiatives and projects. His work has been featured by many prestigious news outlets such as *Time*, *The Washington Post*, *Art Forum*, CNN, and PBS, to name a few.