



# **FER DA SILVA**

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## **S U M M A R Y**

The city of Doral is a place that has grown immensely during the last decade; it has become a city for everyone: the young, the adults, the families, the kids, the professionals, the business and, of course, for the art. Doral is a territory of a multicultural blend, with an essence of modernism that projects the future of it as a successful path. My name is Fer Da Silva, I am a Venezuelan artist with a Portuguese background. I believe in “The Power of Love” and I have dedicated my artistic life to spread a message of love around the world through my art.

“Corazón de Fer” is a project that I started several years ago and it literally saved my life; I am completely sure that when you give out love you will receive love.

I have a very special connection with the city of Doral; it was the first place that I lived in when I moved to the United States, also most of my family has decided to make a life there and last, but not least, it has been a neighborhood that has welcomed so many Latin families and it has been a place where all these people have found a new opportunity to succeed and be happy.

I do believe that the love for the family is very important and for me this is essential. This is the main reason why I created two big sculptures; one consisting of five (5) hearts and the other one with seven (7). The first one represents my family members (mom, dad and siblings), and the second one constitutes a representation of my family members as well, plus my ancestors and my offspring. It is a way to honor and thank all families, including the ones that are not here yet, for everything that they have given and will give to the society. Also it is a metaphor and an illustration of the Doral’s families and how love can sustain everybody’s shoulders, keep them strong and together through their entire life.

I want to give Love to the City of Doral, I truly believe that love makes everything to shine and having the opportunity to create one or several big sculptures of “Corazón de Fer” in the public spaces in the city, it would enhance the sense of family environment, it would be a symbol of the most pure emotion that humans have which is love, and it would definitely generate a vanguard connection with the architecture of the neighborhood.

On the other hand, having a important presence of art in a city it would always enrich the cultural ambience of the community and it would give the families the opportunity to be related to expressions of artistic manifestations, get inspire and keep in contact with a message of love through Corazón de Fer; which it is a mix of vibrant colors, abstract shapes and positive symbology.

Currently I live in New York City, but I spent a lot of time in Doral. Living in such a cosmopolitan city as New York I have witnessed that when a city is full of art, people are more motivated to walk, to explore, to enjoy the outdoors spaces; I just would love to give my dear people of Doral more reasons to go out with their families and friends, and really take the advantage of their streets' beauty, have a lovely time together and feel proud of being part of this city.

Nowadays, most cities, towns and neighborhoods are looking for spaces where people can spend more time which is a huge pro for the business in the area. Also, social media is a key for the economy and marketing of the places around. During the exhibitions that I have had in different hotels and stores, I have seen how people interact with my art; they like to take pictures and make videos, enjoy the vibe of the bright colors, they feel connected and happy with Corazón de Fer. There are multiple options of my hearts (Corazón de Fer) that I can create and that I am very open to discuss with this project's team. In the past I have done different art installations (murals, canvas, sculptures, etc) which have been a huge success for content creation. I honestly believe, and I will happy to support, that when you make a place unique and shareable for social media, it helps to promote the area and, of course, attract more visitors.

The ideas are endless and I am more than willing to create a whole "Doral Love District" full of corazones de Fer (Fer's Heart) spread out in different mediums, shapes, materials, textures and colors. I am confident that this would be a beautiful addition to the city of Doral which will enhance the shine of this splendid place.

My first proposal is a big "Corazón de Fer" sculpture. This is very easy and low cost to maintain because it would be made out of fiber glass and automotive paint. At the same time, the full idea of creating many Corazones de Fer around the city is thought taking into consideration its maintenance in an easy and economic way.

Doral is such a prestigious and modern place in the south of Florida, and I would feel honored to have my "Corazón de Fer" in this magnificent city. Personally, I truly believe that this collaboration would be a delightful match to attract more visitors and spread a beautiful message of love through the community.



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