

From Pinar Del Río, Cuba, *in-person* at the Salt Spring Island Public Library

Art & Ancestral Memory

Artist and curator Juan Carlos Rodríguez Valdés

With translation by Wilson Gonzalez-Rico

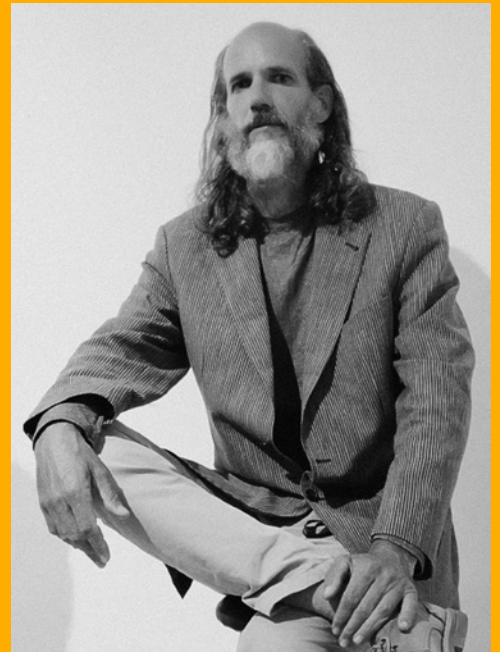
Sunday, August 17, 2025

2pm–3pm at the Salt Spring Island Public Library

Join Cuban artist and curator Juan Carlos Rodríguez as he explores how ancestral wisdom continues to inform contemporary artistic practice. His presentation shares the development of his life's work through an anthropological, psychological, philosophical, and poetic lens. Working across video, photography, installations, and performance, he explores ways that art connects us to the roots that define our identity. Juan Carlos will also discuss his influential FARMACIA project, which uses art as a healing process to reintegrate humanity with nature. Drawing on ancestral memory and imagination, this vision has evolved through educational programs and gained international recognition at the Havana Biennial, offering a poetic path back to our essential connection with the earth.

ABOUT JUAN CARLOS: Curator of the upcoming *Unseen Island* exhibition opening September 5th at ArtSpring Gallery, Juan Carlos Rodríguez Valdés is a Cuban visual artist, curator, and educator. Director of the Pinar del Río Art Museum since 2008, he uses diverse media to explore cultural memory with metaphysical, philosophical, anthropological, and Jungian psychological themes. His work has been featured in multiple Havana Biennials and earned him the Cuban Prize for Visual Arts in 2007.

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Salt Spring Island Public Library
Community Program Room
129 McPhillips Avenue,
Salt Spring Island, BC, Canada



unseenisland.com