

**HECTOR DIAZ**

**Heyder Reyes**  
Biography

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Heyder at his studio in Florida, United States. | Art & Photo © Heyder Reyes

## Heyder Luis Reyes Rosa

B. November 3, 1991 - Güines, Mayabeque, Cuba.

Heyder was born into a typical Cuban family, the grandson of a shoemaker (grandfather) and a seamstress (grandmother).

He grew up in a working environment, where he learned to create with his hands, to use tools, to build his toys, and to imagine entire universes.

Although he was like any other child, he preferred to spend more time inside the house, painting and modeling figures, due to the great skill he had in drawing and crafts.

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From a very early age he had already decided to dedicate himself to this difficult career of being an artist. Thanks to the support and effort of his parents he was able to relate and connect with the world of art.

It was at the "Casa de Cultura", located near his school, where he had his first approach to painting, attending workshops taught by Professor Raquel, whom he remembers fondly.

After finishing high school, he enrolled in the "E.I.A 13 de Marzo" school in San Antonio de los Baños, graduating as a Fine Arts Instructor during the period 2006-2010, 4 years of deep learning and personal growth, time in which he learned to value and appreciate the arts in different manifestations: music, theater, dance and painting. "It was one of the most beautiful times I have lived, I had very good teachers and classmates," Reyes recalls.

While in his second year of college, he discovered the "Museo del Humor Eduardo Abela" (Eduardo Abela Museum of Humor), located in the same town where he studied. He began to participate in various events for young people, where he was awarded prizes and mentions, which motivated him to participate more frequently and get involved in the world of humor.

This helped him see the arts from another perspective, for example, the importance of a well-drawn line can say more than the most elaborate work. He began making personal caricatures, but with a different characteristic: he was not satisfied with just drawing the caricature itself, he needed to feel that it was almost a work of art. That is why he made most of his works with the greatest possible rigor in oil on canvas, something that made him stand out.

After graduating, he worked as an arts instructor at the "Héroes de Girón" and "7 de diciembre" primary schools, during the 2012-2014 academic years as part of his social service, fostering a love of art in children and young people from an early age.

Although he had already had some exhibitions in 2013, he held his first solo exhibition outside his town thanks to his tutor and friend Antonio Pita, entitled "Te veo, luego existo" (I See You, Therefore I Exist), at the "San José de las Lajas" fairgrounds, having great importance as it made him a little more known within the Cuban artistic scene.

After his first solo show, he joined a group of young Cuban humorists thanks to the initiative of Cuban artist Arístides Hernández (Ares), who had taken on the task of grouping them together in a project called "Ubre", where publications in the newspaper "La calle del medio" and exhibition projects emerged, among others. It can be said with pride that he was part of the Cuban humorists' guild.

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In Cuba it is very complex to market art and make a living from it, that led him to work in different modalities within the arts, exploring and trying to stand out in various ones, such as illustration, design, graphic humor, and painting, participating in everything that had to do with it, holding both personal and collective exhibitions, in addition to continuing to obtain positive results, awards, prizes in events and contests.

In 2015, at just 22 years old, he managed to enter the “UNEAC” (National Union of Writers and Artists), the most prestigious organization in all areas of aesthetic and philosophical arts within Cuba, thus consolidating his career, not only as an art teacher but as a professional artist within the island, something that was not easy to achieve at that time.

He continued to participate in graphic humor contests, collaborating with national newspapers, in short animations and video clips. During this period he worked intensely and decisively to establish himself as a complete artist, breaking taboos by not conforming to being called a cartoonist or humorist, since an artist cannot be pigeonholed or enclosed within a category or style. He thought that an artist changes, is a malleable being that transforms along with his thoughts and ideas, since humor was still considered by many as a minor art, for Heyder it was not and is not so.

Due to the scarce advertising spaces and publications, as well as the lack of financial support, he decides to focus on painting and installation, with the goal of making a place for himself in key galleries positioned in the city of Havana, this being a bit complex given its geographical location and the very difficult access to gallery representation from the capital of the country.

During the period 2019-2021 he worked as an arts specialist at the “Galería Provincial de Arte Arístides Fernández” in Mayabeque. Since the end of 2019 and with the arrival of the COVID pandemic, in 2020 the economic, political and social situation in Cuba became more acute, leaving a crisis that continued to worsen until years later, which led him to consider the possibility of leaving the country.

In 2022, after several attempts, he managed to make his first solo exhibition outside the island thanks to his great friend Juan Muñoz, entitled “Ingrávidos”, within the “Marco Cultural Noche Blanca” of the “Galería 60”, in Mérida, Mexico.

It was here, in a foreign country, when he decided not to return to Cuba, leaving behind a whole life, thus joining the wave of Cuban immigrants seeking a better future in the United States. In that country he has family and friends, but above all a greater possibility of personal and professional growth.

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In 2023, having managed to legally establish himself in the United States, he continues his career in conjunction with the management of the Miami Marlins, presenting one of his works for the "Cy Young Award", awarded annually to the best pitcher in the major leagues of the 2022 season, who in that year was Sandy Alcántara.

The same year he participated in 2 collective exhibitions at "Basel Art Week Edition" with the gallery "The House of Art" in Winwood, Miami, Florida.

In 2024, due to his visual and narrative proposal, he is invited to the international gallery HECTOR DIAZ, joining the select group of world artists.

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Heyder at his Solo Show in Florida, United States. | Art & Photo © Heyder Reyes