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Hollywood Insurance Agent Pursues Artistic Passion in Mid-Life

HOLLYWOOD, FL – June 19, 2009 – Downtown Hollywood artist Rodrigo Picado Bogle is living proof that it's never too late to follow your dream.

Picado, 58, was interested in art "all my life," but a career as an insurance agent seemed like the more practical choice. About 15 years ago, the San Jose, Costa Rica, native had "a very spiritual experience," he recalled. "I had an urge to do something different, and I had, like, an awakening."

And so Picado began studying classical art and the "old masters" in his spare time, taking classes from noted artists Connie Cooper, Victor Tapias and Pietro Rapisalda while he developed his own style. Today, Picado specializes in impressionist contemporary art, and his realistic and abstract paintings can be found in galleries in Panama and Costa Rica and at businesses in Historic Downtown Hollywood.

Picado has been exhibiting at Hollywood Vine, 2035 Harrison Street, for almost a year. About 10 of his pieces also will be on display at Ultimate Sound & Vision, 2033 Hollywood Boulevard, for one month beginning June 20th. Picado also participates in Downtown Hollywood's monthly ArtWalk series as well as art shows in Hollywood, Coral Springs, Coconut Grove, Coral Gables and Palm Beach.

"I have a very good reaction to my work, and I have some good international exhibits also," Picado said. "My name is becoming known."

From his studios in Downtown Hollywood and in Medellin, Colombia, Picado works with oils and a combination of oils and acrylics on canvas, and also has a background in ceramics and sculpture. His paintings, which include landscapes, seascapes and portraits, are characterized by their color saturation and pleasing mixture of pigments.

"They're very colorful. They're very harmonic," Picado said.

As his reputation as an artist grows, Picado is preparing to retire from the insurance business. He hopes to open his own gallery in the next couple of months in the Historic Downtown arts and entertainment district, where he is a member of the Art and Culture Center of Hollywood.

"I live here and the city of Hollywood is really growing," Picado said.

For more information, contact Picado at 954-548-5343 or rodrigopicado@yahoo.com.

To learn about Downtown Hollywood businesses or events, call 954-921-3016 or visit www.downtownhollywood.com.

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The Hollywood Community Redevelopment Agency (CRA) was created under the authority of Florida's Community Redevelopment Act of 1969. The CRA's mission is to encourage economic development through the use of tax increment financing by funding development, special projects and enhanced services that address areas of community concern. The Downtown District was established in 1979 to promote Hollywood's central business district including Historic Hollywood Boulevard, Young Circle and nearby residential neighborhoods. The Downtown District is approximately 580 acres and extends from 22nd Avenue on the west to generally 17th Avenue on the east, Johnson Street on the north and Washington Street on the south.

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