

# URBAN POP

## **SQRA (Cedric Sequerra)**

SQRA (pronounced seh-keh-rah) was born in Montreal in 1989. He has always been fascinated by the arts. In his teenage years and throughout his twenties, he worked as a brand consultant, graphic designer, video producer, director, videographer, photographer, tech entrepreneur and artist.

Today, he travels the globe to photograph unique collections to turn into magnificent, large-format pieces of art. His process involves meeting real collectors with rare or eclectic collections that can be captured in-camera to create "pop culture time-capsules."

A collector himself, SQRA understands the lifelong pursuit of the most elusive items and the passion held by the collector community, though sadly these collections rarely garner the adoration they deserve because they typically sit locked away in boxes, attics, basements or garages.

Rather than being witnessed by only the select few who have the privilege to see these trophies in person, SQRA puts in the research and effort to capture the magic of the collector's journey for the masses to appreciate.

Whether it's books, movies, toys, food or sports memorabilia, every collection tells a story.

Prior to his current focus photographing collections, SQRA began using a video camera in 2007. His debut short film and music video were viral hits, garnering 6.5 million organic views on YouTube. He has since amassed more than 50 million views on videos he's produced.

Over the years, SQRA has also had the privilege of shooting with many companies, artists, and recording artists including Ubisoft, Major Lazer, Deadmau5, sushi master Nobu Matsuhisa, YouTube sensation Epic Meal Time and music industry maverick Steve Rennie.

SQRA also spent considerable time working in the fashion industry, shooting videos with Coco Rocha, Jeremy Scott and Corey Shapiro as well as music videos with the late tattooed model Zombie Boy.

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As a photographer, SQRA has shot catalogues for many brands such as Kappa, Naked & Famous Denim and renowned Quebec designer Denis Gagnon.