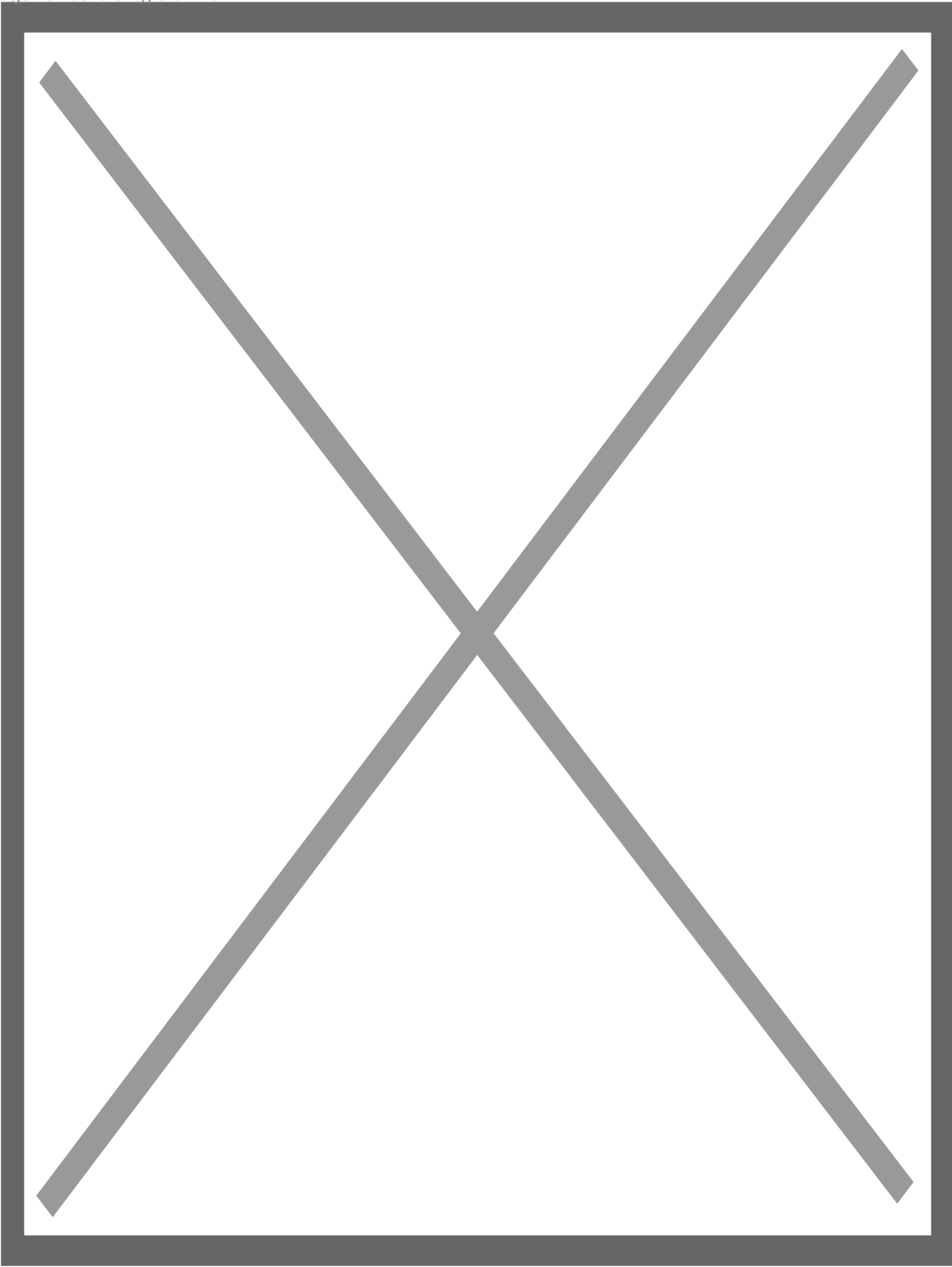


SIKEREI: Art and Tradition

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SIKEREI: Art and Tradition

by Catherin López

Sikerei is a project for the design and production of exclusive humidors. Tradition and art work together to create a product that represents the essence and quality of Cuban cigars.

In the framework of the recently concluded Habanos Festival 2024, Radio Havana Cuba had the opportunity to interview Angel Miranda Battle, Chief CEO of Sikerei and learn about this project.

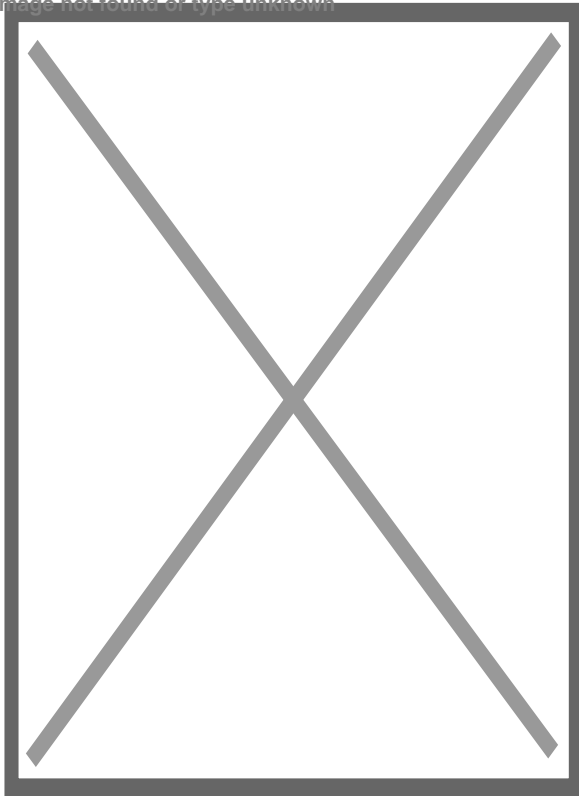
We have a project with Cuban artists called SIKEREI. It is the name of a shaman from an island in the Pacific called SIBERU. He is the shaman of the SIBERUT island tribe in the Pacific.

I have been in the tobacco industry for twenty-four years, but I have been with the project for fourteen years. We have fifty Cuban plastic artists who work and paint for us.

We make limited editions. They are all unique designs that are numbered and we do not repeat the designs. We participate every year, we have been coming here for practically fourteen years and every year, we launch new collections and new products.

Sikerei's first exposition was at the Habanos Festival in 2010. Since then, their humidors have been displayed at every Habanos Festival, as well as in other spaces dedicated to the Cuban cigar or artwork.

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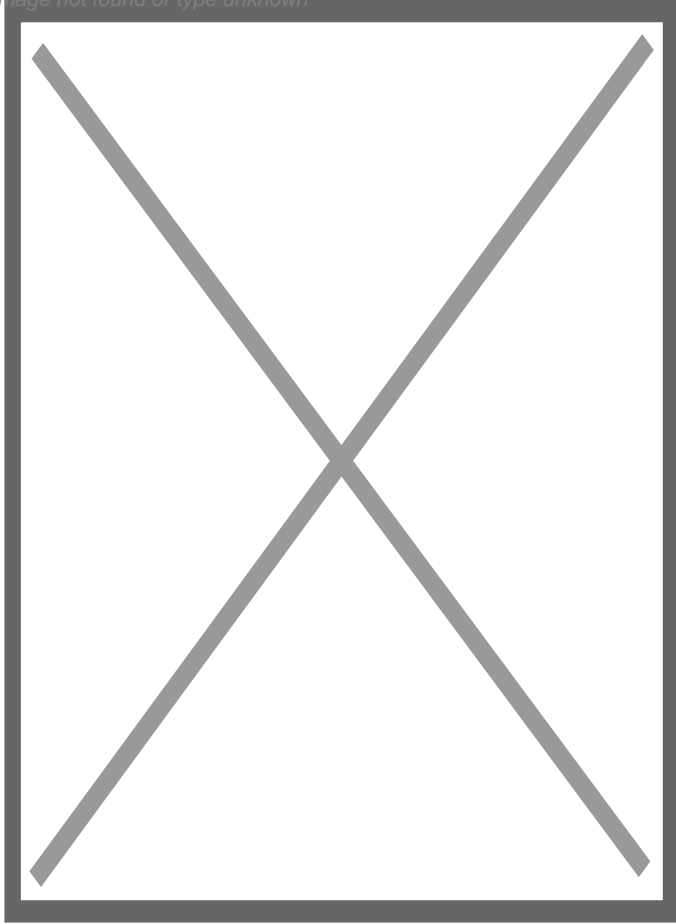
This year, we are presenting a collection with the painter Roberto Gonzalez called "Confianza." Because "confidence" is the basis of our relationship with the painters, our relationship with the workers, with all those who collaborate with us. In short, it is the essence, the heart of the project as such.

We also have another collection with Luis Ulises, another painter, which is more and more dedicated to handmade cigars that do not have a ring and do not carry anything. That is to say, they are naked. That is a common name for it. It is also interesting because it is related to his work, the Habano brands and the woman, which is basically what he wanted to transmit with his work.

Journalist: What do you think about this year's Fair?

This year the fair has pleased me much more than last year. I see a recovery of the market. I see a recovery of exhibitors as before, the variety of exhibitors is incredible. The work I am seeing is also very interesting.

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Sikerei

I think there is a good competition in terms of products, not in terms of the themes of our works, and that makes us better every year.

After seeing what people are doing, we know that we have to bring new proposals next year. What I see this year is very interesting. I love it because I see a recovery that five years ago was not perceptible due to the pandemic. So I think that the marketing is recovering, and I find that very interesting.

The 24th edition of the Havana Cigar Festival held from February 26th to March 1st, was a great opportunity for entrepreneurs to boost their business. The Sikerei project was among the businesses present in the event. Their exclusive designs and humidors are the perfect combination between quality and art of Cuban cigars.

<https://www.radiohc.cu/index.php/en/especiales/exclusivas/349183-sikerei-art-and-tradition>



Radio Habana Cuba