



ESCOBAR

BY ESCOBAR

The man from Medellin

*A collection of hand-drawn portraits of Pablo Escobar
by his first born son, Roberto Sendoya Escobar*

PRESENTED BY

SUPERLUXE
& PARTNERS



WHY NOW?

"Let me be very clear; I did not draw my father to glorify him. That was never my intention."

Pablo Escobar is a name that means many different things to many different people. To some, he is remembered as a criminal empire builder. To others, he symbolises trauma, loss and violence. I understand that deeply, and I carry the weight of that legacy every day.

For me, this portrait was not about mythologising him or celebrating his deeds. It was personal. It was an attempt to understand the man behind the headlines. Not the drug lord the world knows, but the man who, whether for better or worse, is a part of my story.

I did not grow up in his world. I was not raised amid the empire he built, or the violence he left in his wake. In fact, for a long time, I was kept away from all of it.



So, much of my life has been spent piecing together who he truly was - not just to know, but to better understand myself.

When I sat down to draw this portrait, I wasn't thinking about power, fear or money. I was thinking about the silence - the absence of real answers to questions no one could really provide. I drew him to investigate his face and quietly ask "Why?". I drew him not to admire, but to try and feel something real, even if that feeling was confusion, disappointment or grief.

In 2020, when I wrote my book *First Born*, it was about putting my life's story down on paper. It made it real and helped me understand who I truly am. Art has played an important role in defining me, and using my skill to draw my biological father has been deeply therapeutic. Spending three days drawing those eyes, wondering about the evil they witnessed and whether I could convey that through my art, helped me process what it means to be his son. This work isn't about admiration - it's about reflection.

This is not a tribute. It is not a celebration. It is an attempt at reconciliation. Not with what he did, but with the part of me that comes from him. Because I believe that to move forward in life, you must confront where you came from. For me, drawing this portrait was one way to do that. This is how I survive.

Every pencil stroke was an act of confrontation. An unwillingness to shy away from the complicated legacy that shadows me. It was crucial to capture not just a likeness, but the emotional burden his presence casts on my life. Art has become a bridge between my memory and my understanding - a way to explore the shadows words often cannot reach.

Drawing him was not a final chapter, but a continuation of an ongoing journey. It is an invitation to others, who carry similar burdens, to face their pasts not with judgment, but with honesty.

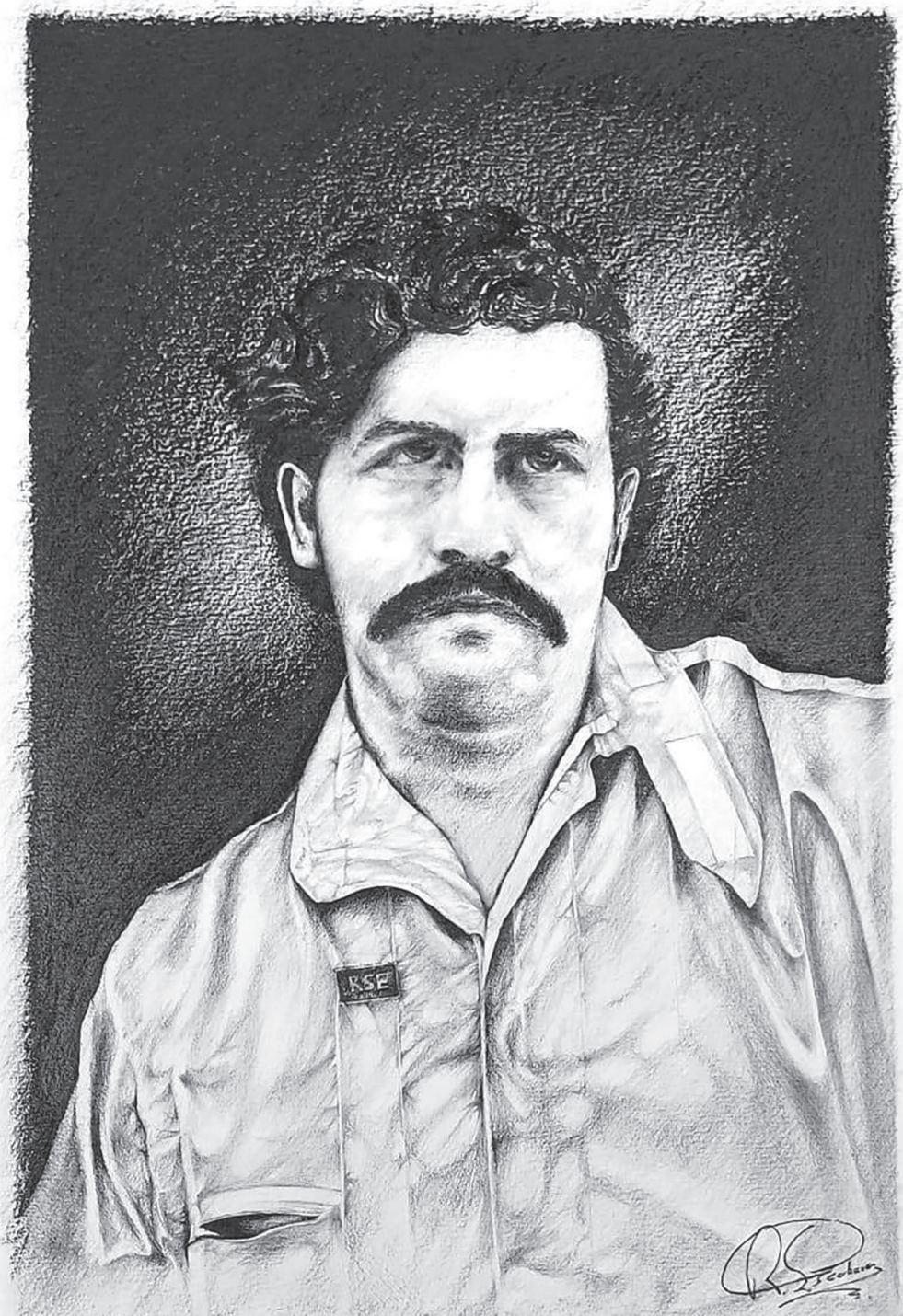
This portrait summarises years of questions, doubts and emotions too complex for easy answers. It stands as an honest testament to the struggle of reclaiming identity from a legacy marked by pain.

***"A pain that I have had to contend
with every day of my life....."***

Roberto Sendoya Escobar

on Escobar by Escobar, the man from Medellín





'A day at the races'
Pablo Emilio Escobar Gaviria - 1979 The Copa Renault outside Bogotá Colombia
Graphite pencil on paper catalogue number : 01137 by Roberto Sendoya Escobar

'A Day at The Races'

"Pablo Emilio Escobar Gaviria in his racing suit at the Renault Cup, Bogotá, Colombia 1979."

For me, the most difficult thing in this portrait was coming face to face with those piercing eyes that frightened me so much as a child when I sat next to him in Medellín.

Although I didn't know at the time that he was a drug dealer and a killer, there was always something that sent a shiver down my spine whenever I met him. He almost always raced with "Uncle Gustavo," as I called him (one of the Gaviria brothers).

Between them, they set up the infamous Medellín Cartel. In my book "First Born", it is Uncle Gustavo and Pablo that escape from the house where my young teenage mother met her death.

Drawing this portrait has brought all those terrible dark days flooding back. I think of my poor young mother's death every day.

ARTWORK

- 1/1 Original
- Pencil on Paper
- A2 mounted and framed
- Tamper-proof DNA tagged
- Blockchain Provenance Certificate
- Artist's signed COA

portrait #1 work in progress



Borderline insane obsession with detail as every contour is described with a line of graphite under a magnifying glass.



"on the campaign trail"

Pablo Emilio Escobar Gaviria - 1989 Speaking at a political rally in the "Pablo Escobar" neighbourhood Medellín Colombia

Graphite pencil on paper catalogue number: D1136 by Roberto Sandoza Escobar

Roberto Sandoza Escobar 06 / 2025

On the campaign trail

This scene is set in 1980 when my father gets it into his head that he wants to rule the country!

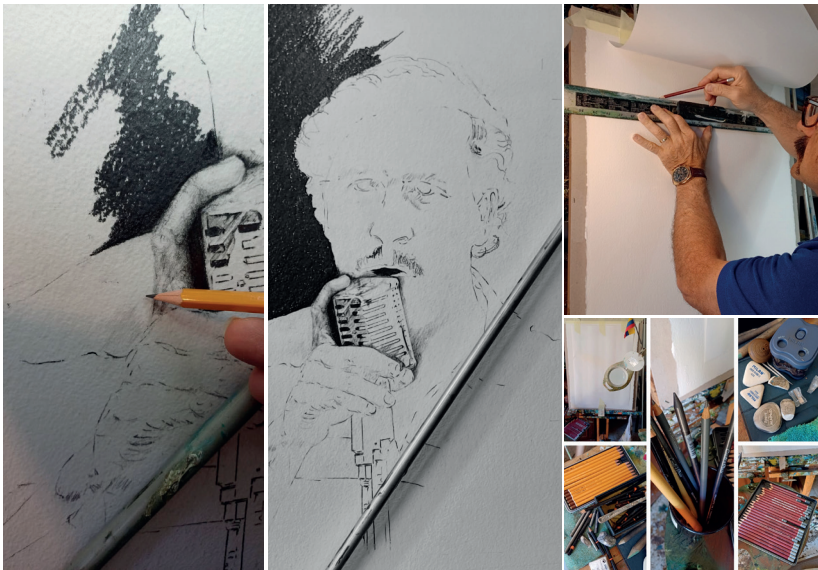
He is depicted speaking to a crowd of people who he plans to house in exchange for votes.

The move pays off and he becomes mayor of Medellin.

ARTWORK

- 1/1 Original
 - Pencil on Paper
 - A2 mounted and framed
 - Tamper-proof DNA tagged
 - Blockchain Provenance Certificate
 - Artist's signed COA
-

portrait #2 work in progress



from bad comes good

This unique collection of drawings invites us to confront the past while also giving us the power to contribute to a more hopeful future.

By turning a legacy once steeped in infamy into a force for good, we believe that even the darkest stories can inspire light. **That's why 20% of all profits from this collection will be donated to two remarkable charities;** Fundación Allen Graham, which gives vulnerable young people in Mallorca a chance to rebuild their lives, and Silkworth Group in Jersey, which helps individuals and families recover from addiction.



Through art, we honour transformation and the power of second chances. In doing so, we acknowledge that while we cannot rewrite history, we can choose what we do with it.

This project is not about glorifying the past, but about creating new meaning from it, offering support, hope, and healing where it's needed most.

From bad comes good.

“WE CANNOT REWRITE
HISTORY...

...WE CAN CHOOSE
WHAT WE DO WITH IT.”





Fundación Allen Graham
CHARITY 4 KIDZ

Fondacion Allen Graham www.agrahamcharity.org

An organisation extremely close to Roberto's heart, The Allen Graham Charity 4 Kidz was founded in 1992 and is dedicated to helping disadvantaged children and young adults in Mallorca who, through no fault of their own, have been abandoned, badly treated, abused or, for various reasons, have parents who are unable to care for them. The Foundation provides homes and life skills for those who have been in care homes for most of their lives and suddenly, at the age of 18, have nowhere to go. They aim to assist them to develop in such a way as to be able to achieve the things they want in life. Just like their contemporaries in "normal families", these young people need to feel they have a future, one that is full of opportunities, hope and happiness.

Silkworth GROUP

Silkworth Group www.silkworthgroup.org

We chose Jersey, Channel Islands based charity Silkworth Group as it has delivered modern addiction treatment for more than 25 years, helping thousands of people including adolescents and families to get a fresh start on life, free from alcohol and other drugs. Their structured and healing environment, together with community outreach programmes, provide and encourage understanding, personal growth and responsibility surrounding addiction.





Roberto Sendoya Escobar

Born on the outskirts of Bogotá, Colombia, Roberto Sendoya Escobar is the first-born son of the infamous drug

lord, Pablo Escobar. Yet his life has taken a profoundly different path – one of artistic exploration and personal healing through creativity.

An accomplished artist, Roberto works primarily in oils on canvas and portraiture. His pieces have been exhibited internationally, including prestigious venues such as The Mall Galleries in London and the Watts Gallery in Surrey.

Roberto trained at the City and Guilds of London Art School and the Epsom School of Art and Design. During this time, he apprenticed under R.P. Reynolds – a descendant of Sir Joshua Reynolds, the founding president of the Royal Academy of Arts – who played a pivotal role in shaping Roberto's classical approach to fine art.

Now based in Mallorca, Spain, Roberto draws inspiration from the island's serene coastal landscapes. The layered depth and texture in his paintings reflect not only the beauty of his surroundings but also an inner world shaped by a complex past. His work evokes a sense of peaceful tranquillity, offering a meditative contrast to the chaos of his early years.

His pencil portraits, particularly those of his father, are hauntingly intimate.

Each portrait captures Pablo Escobar at a distinct moment in his life, creating a visual narrative that bridges past and present.

These works are more than studies in likeness – they are acts of personal reckoning, reflecting Roberto's journey of identity, legacy, and forgiveness.



In addition to his art, Roberto has supported numerous charitable causes, channelling his experiences into meaningful contributions that give back to communities affected by violence and displacement. With each canvas, Roberto reclaims his narrative – not to erase the past, but to offer a new one rooted in purpose, peace, and the enduring power of art.







hello from SUPERLUXE

SUPERLUXE & Partners curates a reflection of the ever-evolving landscape of contemporary fine art.

We work with our artists globally and exclusively, investing in them and their collections long term.

We build their brands and their 3 Rs: Reputation, Reach and Revenues, freeing them up to do what they do best - produce beautiful art.

SUPERLUXE sits at the intersection of traditional fine art and blockchain / web3 innovation.

We understand the shifting aesthetic trends, the enduring value that art provides and the seismic changes technology has opened up for the art world.

The fine art market has increasingly proven its value as a long-term investment. Unlike other assets, art's worth is not solely determined by immediate trends or market fluctuations. It is driven by rarity, emotional resonance and the timeless ability of art to evoke meaning and transformation. When carefully chosen, works of art can offer both personal fulfilment and financial appreciation.

As you explore this Collection, we hope you'll experience some of the same emotions we did in getting to know the remarkable and deeply thoughtful artist behind it, Roberto Sendoya Escobar.

What moved us most was Roberto's deeply personal journey. He has spent much of his life trying to piece together who his father truly was, not to explore power or notoriety, but to ask why, and to understand what it means to be his son. These drawings are the result of that search: a quiet, courageous act of discovery. Through these portraits, he has captured not only a likeness of his father, but also the emotional burden his father's presence has cast over his own life. This is art that doesn't offer answers, but invites us to sit with complexity, with pain, inheritance, and the possibility of healing.

We invite you to see art not just as a fleeting experience, but as a lasting investment that enriches both your life and your future. For us, this Collection is truly one of the most meaningful and rewarding we've had the privilege to share.



James A Matthewson,
Founder & Curator, SUPERLUXE & Partners



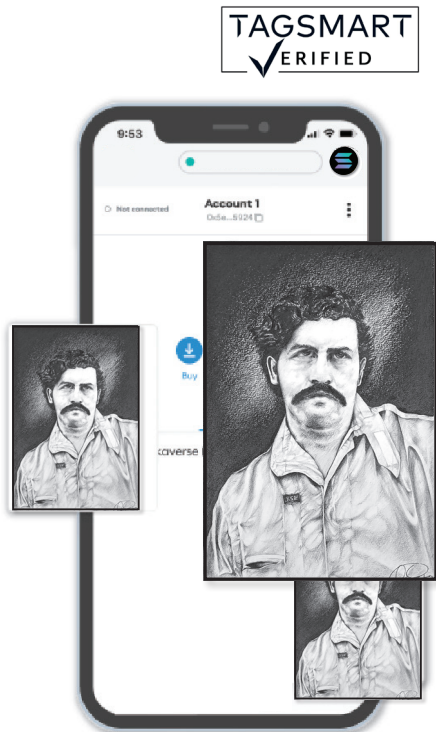
phygital art

Collectors can enjoy the ESCOBAR by Escobar Collection in **four formats**:

- 1/1 Originals
- Artist Proofs
- Limited Edition Fine Art Prints
- Art on Glass Prints with our exclusive Curtisium AROI Glass
- Digital Collectibles (NFTs)

ALL originals will come with a companion NFT, together with a unique in-person meeting with Roberto Sendoya Escobar at a location to be agreed.

The ESCOBAR by Escobar Collection Original Portraits *are available to purchase on an **Invitation-only** basis.*



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