

# Monochronicle Artist Profile

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## OVERVIEW

# Alex Ferror

Lisbon, Lisboa, Portugal

**Website** <https://alexferror.com/>

**Email** alex@alexferror.com

**Phone** +351 912252458

MURAL

SCULPTURE

TEMPORARY INTERVENTION / POP-UP

## Biography

Alex Ferror is natural from São Paulo, Brazil, and from a very early age, he showed his interest in art. Drawings of characters and animals could be easily found among the lessons and exercises in Alex's school notebooks, and although a very active kid, several times, he would rather immerse himself in the sketchbooks and colored pencils than play outdoors with his friends.

The '80s and '90s cartoons and comic books were the basis for his style and visual narrative. It was only several years later, though, that street art started to catch Alex's attention. The wide range of colors and styles of his hometown's street art scene amazed Alex more and more. Highly influenced by some of the precursors of the Brazilian graffiti scene, such as Speto and Os Gêmeos, Ferror's character-based work started taking shape.

Almost two decades later, Alex decided to take a break in his career in fashion and spend some time living abroad. Before leaving Brazil, however, Alex took some classes from some of his Brazilian street art heroes, such as Mundano and Vermelho who taught him some of their "tricks". This gave him the push he needed to start giving life to his characters on his own murals.

Motivated by the opportunity to add colors and beauty to the life of the unprivileged children who don't have access to art and culture in Brazil, Alex Ferror painted most of his first murals in "favelas", the poor communities in Rio de Janeiro. But it didn't take too long for Alex to take his childlike characters to other cities and countries, starting in Atlanta, GA, where he lived for four years, and where most of the first works of his US period were painted.

Today, Alex is a recognized visual artist, illustrator, and muralist and his art can be seen on walls, installations, publications, and products in different countries.

In his colorful work, Alex explores the whimsical universe of children's imagination and how the kids see the world and interact with their feelings. Through Ferror's characters, mostly children and their imaginary friends, the artist encourages diversity, creativity, love, and respect, among other messages and feelings that the artist considers essential since childhood.

Alex's most recent accomplishments include an 8 feet tall sculpture of Dom (the pink bear, Ferror's most recurrent character), installed in Connecticut, USA, and a children's book fully illustrated by him and published in May 2021.

Finally, Alex left Lisbon, Portugal, where he currently lives, to engage in a four-month art tour through North America. This trip took him to Mexico and six different states in the US. As a result, besides participating in group exhibitions and live painting events, new murals by Alex Ferror can be seen in Mexico City, Atlanta, GA, Bushwick in Brooklyn, NY, Worcester, MA (for Pow! Wow! Worcester), and Miami, FL, where Alex painted two murals, including one in Wynwood during Miami Art Week (Art Basel).

## Social Profiles

**Facebook**

<https://m.facebook.com/alexferrorart>

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**Instagram**

<https://instagram.com/alexferror>

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# Gallery



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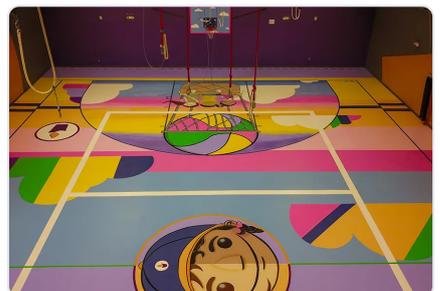
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