

Born in Morelos, Mexico, Jorge Rojas is an artist, independent curator, and art educator. He studied Art at the University of Utah and at Bellas Artes in San Miguel de Allende, Mexico. Rojas uses performance, visual art, and social engagement to examine cultural, social, and mediated forms of communication. His work and curatorial projects have been exhibited in galleries and museums across the U.S., including Museo del Barrio and Queens Museum of Art in New York; New World Museum and Project Row Houses in Houston; and the UMFA and Utah Museum of Contemporary Art in Salt Lake City. He has received grants and fellowships from NPN/VAN, Experimental Television Center, and Vermont Studio Center. In 2009 he founded Low Lives, and international, multi-venue online performance festival, where he served as director, producer, and curator. At the UMFA, he oversees all education, community engagement, and adult programming initiatives for the museum. Prior to his appointment, Mr. Rojas was site director for the Venture Humanities Course, where he promoted continuing education among immigrant, refugee, and under-represented populations through a partnership between local universities and Utah Humanities. He taught art history to high school students through the Clemente Course in the Humanities, and was the first Teaching Artist-in-Residence at the Huntsman Cancer Institute at the University of Utah, where he developed and integrated art programming into the hospital setting through outpatient and inpatient classes, workshops, and exhibitions. Jorge lives and works in Salt Lake City, Utah, with his two sons, Felix and Emiliano.



Photo courtesy of Simon Blundell

Jessica Farling is the director of the Southern Utah Museum of Art at Southern Utah University. As the museum director, Farling provides leadership and vision for SUMA as an experiential learning environment with a balanced commitment to education and community.

Her education and professional experience has given Farling expertise in the creation, reception and institutionalization of the visual arts, from the most ancient to the most contemporary. Farling is well-versed in museum management procedures, exhibit and educational programming and community interaction. In November 2016, Farling was a Forty Under 40 recipient, an award honoring exceptional individuals who have made a significant contribution to shaping the Oklahoma City landscape.

Farling earned a bachelor's in art history and a master's in museum studies from the University of Oklahoma. Starting as a part-time student employee, Farling worked at the Fred Jones Jr. Museum of Art and moved up the ranks to become the museum's Director of Public Engagement. She began her SUU career in July 2017.

