

[Red Apple](#) by [Jozza](#)

Hand Embellished Giclee on Canvas - Main Subject: Pop Art





**Item Number**  
1218094733

**Retail Value**  
\$1,500

**ArtRev.com Price**  
\$1,000  
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**Dimensions (As Shown)**  
36W x 30H Inches  
91.44W x 76.2H cm

**Medium**  
Hand Embellished Giclee on Canvas

**Edition**  
- Limited Edition of 200  
- Hand-Signed   
- Numbered 

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### About Jozza

Jozza was born in Hidrolandia, a small town situated in central Brazil. The son of an art teacher, his talent and affection for art was realized at an early age. Influenced by his mother throughout his early childhood, Jozza developed his artistic abilities and won his first art contest at the age of seven. As he grew older Jozza began to support the family business working at his father's lumber store. Constantly stimulated by his environment and drawing inspiration from his surroundings, Jozza further explored his artistic ambition and began sculpting with wood.



In 1996 Jozza relocated his family to Miami, Florida to pursue his great passion for art. Upon arriving Jozza took a job at a local restaurant on historic Lincoln Road, home to numerous art galleries, including the gallery of Brazilian born South Florida icon Romero Britto. Working in such proximity to the Romero Britto gallery, an encounter with the artist seemed inevitable if not predestined. The two eventually did meet and cultivated a friendship. Realizing his raw artistic talent Britto invited Jozza to study under him in his studio. Jozza accepted the apprenticeship and over the two years that followed he refined his techniques and creative output.

Through his playful themes and crisp lines, Jozza interjects a sense of energy and movement into the static and contemplative world of hard-edge painting. Inspired by urban scenes and popular culture, his abstract impression of life is simplified and pronounced by sharp contours, precise lines and opposition of color. Jozza's work is unmistakably modern, bold and colorful. From the time of his first exhibition in early 2000, Jozza has achieved international acclaim and widespread success. Jozza's artwork has been featured in the New York ArtExpo as well as major motion pictures such as *Transporter II* directed by Louis Leterrier.

## Hand Embellished Giclee on Canvas

Giclee [zhee-clay] is a French term meaning a 'squirt or spray of ink'. This process utilizes sophisticated printing techniques whereby an industrial 8-Color to 12-Color inkjet printer sprays a staggering four million droplets of ink per second onto archival fine art paper or canvas. Requiring highly sophisticated printers and special pigment inks for an extremely wide color gamut, this blend of fine art and state-of-the-art technology produces exceptional fine art prints. Giclee prints are usually coated with a high quality gloss or varnish to minimize abrasion and increase resistance to image fading. Additionally, protective coatings protect expensive prints against moisture.

Giclee prints render deep, saturated colors and retain minute detail, subtle tints and blends. The quality of the giclee print rivals traditional silver-halide and gelatin printing processes and is commonly found in museums, art galleries, and photographic galleries.

The giclee printing process provides better color accuracy than other means of reproduction. The prints may be hand embellished by the artist using paint, ink and gold foil stamping for a mixed media effect. Giclee prints are sometimes mistakenly referred to as Iris prints, which are 4-Color ink-jet prints from a printer pioneered in the late 1970s by Iris Graphics.

Numerous examples of giclee prints can be found in New York City at the Metropolitan Museum, the Museum of Modern Art, and the Chelsea Galleries. Recent auctions of giclee prints have fetched as much as \$20,000.

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