

[I Understand I Just Don't Care](#) by [Todd Harris Goldman](#)

Giclee on Canvas - Main Subject: Humor



Item Number

2752520066

Retail Value

\$750

ArtRev.com Price

\$475

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Dimensions (As Shown)

24W x 32H Inches


60.96W x 81.28H cm


Medium

Giclee on Canvas

Edition

- Limited Edition of 395

- Hand-Signed 

- Numbered 

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About Todd Harris Goldman

Todd Harris Goldman is an American entrepreneur/artist and self-proclaimed doodler. He is the founder of David and Goliath, a merchandise company which produces clothing, posters and other merchandise featuring a variety of slogans. According to the Wall Street Journal, the sales volume of David and Goliath was USD\$90 million in 2004.

Goldman began painting in high school, but heeded his father's advice not to be a starving artist and attend art school. Instead, Goldman attended the University of Florida where he graduated with a degree in accounting. He then worked as a CPA and found out he hated it and after a friend introduced him to the apparel industry Goldman decided to give it a shot. Goldman borrowed the money to launch David & Goliath from his father.

Todd Goldman makes fun of everything. And he wants everybody to laugh about it! Goldman, who signs his paintings and lithographs "Todd," has his personality reflected in his art -- witty, quick, sarcastic -- with his simply drawn characters (Trendy Wendy, Goodbye Kitty, Bear in Underwear) that stand out in stark contrast to the sophisticated verbiage that they take on.

Goldman achieved some notoriety for "boy-bashing" slogans including "Boys are stupid, throw rocks at them!," which is featured on t-shirts, bumper stickers, and other accessories sold by "David and Goliath".

Goldman has been the target of criticism for his marketing and slogans. In 2004, Los Angeles based radio host and men's rights activist Glenn Sacks initiated a campaign against the "Boys are Stupid..." T-shirts claiming that they were part of a general societal mood that stigmatized and victimized boys. The campaign led to the line of shirts being pulled from several thousand retailers across the United States in 2005.

Goldman was named as number 97 on Bernard Goldberg's 2005 list of 100 People Who Are Screwing Up America. Goldberg also criticized Goldman's slogans for being part of what he called a boy-bashing craze, in which the makers of related products do not realize (or do not care) that young men have higher rates of depression and suicide than young girls in America. Goldman responded to the criticism, stating that he "hopes to be ranked higher next year."

In 2005 Goldman authored a book entitled *Boys Are Stupid, Throw Rocks at Them!* (ISBN 0-7611-3593-6)[10] which was also translated into Russian.

Goldman released *Girls Are Weirdos But They Smell Pretty* in fall of 2007.

Goldman plans to release two children's books in 2009 with Random House Publishing *The Zoo I Drew* and *Animal Soup*.

In June 2007 Goldman began working with FOX on a show entitled *The Uglies*, about the ugliest family in the world.

Goldman released a *Boys Are Stupid - The Game* based on his artwork by the same name. Goldman also released *Stupidopoly*, a trading game.

In 2008, Goldman teamed up with Ashton Kutcher and Kutcher's production partner Jason Goldberg to design an animated original series as seen through the eyes of a group of teenage girls.

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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