

[Icecream](#) , (circa 2010) by [Jozza](#)  
Original Acrylic on Canvas - Main Subject: Pop Art



**Item Number**  
3284725388

**Retail Value**  
\$3,500

**ArtRev.com Price**  
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**Dimensions (As Shown)**  
24W x 30H Inches  
60.96W x 76.2H cm

**Medium**  
Original Acrylic on Canvas

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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.

## Original Acrylic on Canvas

Acrylic paint is fast-drying paint containing pigment suspended in an acrylic polymer emulsion. Acrylic paints can be diluted with water, but become water-resistant when dry. Depending on how much the paint is diluted with water or modified with acrylic gels, mediums, or pastes, the finished acrylic painting can resemble a watercolor or an oil painting, or have its own unique characteristics not attainable with the other media. Acrylics were first made commercially available in the 1950s.

The main difference between acrylics and oil paints is the inherent drying time. Oils allow for more time to blend colors and apply even glazes over underpaintings. This slow drying aspect of oil can be seen as an advantage for certain techniques, but in other regards it impedes the artist trying to work quickly.

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