

Artist's Statement:

I consider my work "Approachable Art." I try to create in a matter-of-fact manner, with a goal of making my art something that appeals to people on a basic level. Sometimes it challenges convention, and sometimes it's social commentary. At times my art can be both soothing to the senses and yet rigid in structure. Some of my favorite pieces actually work with me in the creative process. My materials sometimes dictate the direction of the piece, and it's that chaotic effect, that sometimes creates the most striking pieces. It's less about forcing a result and more about being the conductor who helps guide each piece in a particular direction. However, whatever the piece, it is my goal to make the viewer smile, and leave them with a sense of satisfaction.



Artist Biography:

Lifelong northeast Ohio native Todd V is an energetic multi-tasker in life and in art. He's a prolific painter who works on several canvases at once -- each in a different style. To market his work, Todd created iSmudge, an on-line art gallery that now features the work of more than 400 artists from around the world. He also works full-time as website developer and systems manager at a family-owned insurance company.

His mother, also an artist, recognized Todd's aptitude for the visual arts when he was young, and enrolled him at Chagrin Valley Art Center. At age 6, he won an award in the first contest he ever entered. At Hudson High School, Todd took every art class he could, from photography to graphic design, and as a senior won a Gold Key. Next he went to Kent State University's prestigious School of Fashion Design, but left after a semester, frustrated by a theory-driven first-year curriculum that prohibited him from taking any hands-on art classes. Soon after, his creative itch was satisfied by a job as a visual merchandiser at Higbee stores in the Akron-Canton area. There, a Peter Max clothing line introduced Todd to the Pop artist's bright palette and gestural brushwork.

Recently featured on Fox 8's Morning Show, Todd is a new face in the local arts community. Though he's never stopped making art, the economic needs of family life required him to enter the daily grind, and in 1990 he became an insurance salesman. During the next several years he developed computer and marketing expertise, which eventually landed him a position in charge of the company's websites and on-line development. He would later apply these skills to create and maintain iSmudge. Today, he maintains the website of the Self-Employed Artists' Network (SEAN), an artists' support group headquartered at Art House, an Old Brooklyn-area community arts center. He's also a freelance website developer whose clients range from artists to local businesses.

Formalist experiments with space. Orphist and Rayonist explosions of shape and color. Cartoonish cubist portraits. Quotations from art history and pop culture. Whatever the style or subject, Todd's paintings always pulse with color, movement, and his zest for life. Within this stylistic diversity, though, two distinct but different streams emerge: an investigation of colorful abstract art and a witty, often biting, social commentary. Todd is that rare artist whose work can

evoke a broad range of emotion, from intellectual curiosity to aesthetic pleasure to mirthful laughter.

In abstract paintings like “Crack in the Wall,” “Between 2 Moons,” and “Shadowbox,” Todd uses the circle and square to create a dialogue between two and three dimensional space. Playing with the spatial relationships between foreground and background, squares and cubes, and circles and spheres, his images hover at the picture surface but also remind us of their potential to create the illusion of deep space. More vibrant are his Cubist-influenced figurative paintings like “The Blooming of Spring” and “Orange in Yellow Bowl,” in which he uses slanting lines, ray-like shapes, and a palette of bright oranges and yellows, deep blues, and rich reds.

todd v's work summarizes his well-balanced approach to life and to art: a dash of laughter, some intellectual reflection, heavy doses of visual pleasure, and lots of witty commentary. There's something for everyone in todd v's multi-faceted oeuvre.

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