

ROMERO BRITTO

Born in Recife, Brazil in 1963, Romero Britto grew up in a modest family, surrounded by 8 siblings. In his early years, he discovers his natural gift to color his life. Using all kinds of support, from old newspapers to cardboard, he creates a new form of expression reflecting his optimism and his vision of the world's beauty.

His audacious character leads him to ignore the traditional system that surrounds him. In 1983, he leaves for Europe to gain better knowledge of "Masters' art". Loaded with confidence and determination, Britto chooses Miami, where Pop Art is rapidly expanding, as his next destination.

During the following years, Romero Britto will take part in several exhibitions, attracting not only young crowds but also long-time art lovers eager to discover his unique, modern skills. Britto's art is as diverse as his personal experiences and covers a wide variety of themes. It combines Pop Art with compositions inspired from cubism.

In 1989, he is selected by Absolut Vodka to design their new bottle, succeeding some of the most notorious artists such as Andy Warhol.

Appointed arts' ambassador at the World Economic Forum in Davos, Switzerland, Britto is also a humanitarian activist. He claims that "art should reflect the celebration of simple and good things in life".

His modern influences, flashy colors and fun work led him to become one of the most recognized artists of his generation. His dreams are still filled with endless inspiration. Pepsi, Apple, Movado repeatedly called for his genius when they needed to reinvent their brands. Many heads of states, political and show-business personalities celebrate his skills across the world.

Romero Britto permanently redefines art and its role in our lives.