

Filippo ioco

By Karala B Wallace

Fine Artist in the language the Soul Speaks.

It isn't always clear what purpose challenges in life play. So it must have seemed for a young Italian schoolboy challenged by his inability to use language to communicate with his North American surroundings. Decades later that boy is Filippo ioco, one of the most talented artists communicating to people around the world with the language of color. For all the people who have been spoken to by his art, that challenge was the catalyst of creation that has been returned in worth a hundredfold. His paintings are now requested internationally and speak to thousands.

After exploring various traditions of expressive art, Filippo discovered his personal style of painting when he created the 'movement of color'. This is a distinctive style of painting that is made up of large sections of carefully chosen expressive colors that relate directly to an emotional state. The colors are composed in block fields or splashed spontaneously together. The final compositions hold a delicate balance between light, weight, color and movement.

'Color is such a basic and constant element in our world that we sometimes forget its depth, as if we lived in black and white. Stop for a moment and look around you. Look at the myriad of colors that surround you. Rarely does one stop to examine one particular color or colors in all their infinite qualities, and experience color as an entity. If you gave your imagination complete freedom to explore color, you could lose yourself in all of its possibilities.'

The effect on the viewer is powerful. When standing directly in front of a painting by Filippo ioco the viewer is overwhelmed by the emotional state created by the work. His paintings should be viewed closely, filling the whole field of vision. The intense red and peach colors of 'punch bowl' draw the viewer into a mulled wine slumber or romantic passion. The vibrant blue and greens with splashes of yellow in 'spring falls' can awaken the fresh feelings of early rain on new grass.

One of the most powerful aspects of Filippo's work is its ability to speak without imagery. The intense journey of the artist and his passion for living a positive and brilliant life are reflected in the energy of his paintings. This energy can be transmitted without words, without sound or pictures. In this way Filippo has had an effect on people around the world, communicating with the language of their souls.

In 2002 Filippo ioco was introduced to the world of Decorative Art and Published Art. This would become a new venture in Filippo's artistic carrier. Considered more home friendly, this art is easily accessible and sold to retailers, hospitality and the design trade as wall art, home goods, bed bath and life style products.

Fine art and Decorative art can have differing needs when it comes to client expectations and so Filippo had a growing period while discovering these new ways of working. Once understanding the business of Decorative art crossing over became less challenging for ioco. Now his Published Art is sold and requested internationally.

ioco's client list and credits include a vast list of top retailers, hospitality and designers. His works have achieved bestseller status and have been featured in such publications as Metropolitan Home and House Beautiful as well as TV & Film.

Like the distinctive look and feel of his Fine Art, iocoPublished also holds a special look and feel all it's own. Filippo pays special attention to detail and color balance for traditional home use. His floral work holds a delicate balance between whimsical, innocence and sophistication, while his more abstract pieces display a perfect balance of color and harmony.

Dedicating a large amount of his artistic energy to charity work for Breast Cancer, Children with HIV/Aids, Children with Deformities, Abused Women and Children, Wounded Troops and their Families. Filippo ioco is renowned for bringing a philanthropic purpose to every project to which he is engaged in. Learn more at www.iocoBenefits.com