

# Franco Costa

The career of Franco Costa, from Rome, has spanned the arts as easily as it has leaped across oceans, and he has won a worldwide following for this international art. His works have been exhibited throughout Europe, the United States and South America, and in Canada, Australia, Japan and other countries, and as in the collections of museums, European royalty, heads of state, private collectors, and others.

Reflecting his ebullient personality, joy of life and optimism, Costa's painting and prints express his creative energy through a harmony of bold and brilliant colors, rhythm, open space and clean, sweeping lines and forms. He calls his style Arte Vita (Art and Life).

His images include landscapes, cityscapes, seascapes, flowers, nature and such sports as sailing, tennis, skiing, horse jumping and auto racing. Some of his silk screen serigraphs, which encompass diptychs and triptychs, carry up to 40 or more colors.

Costa's images form a global kaleidoscope that ranges from the warmth of Africa to the chill of Arctic Sweden. From the tempo of Colombian villages to the solitude of Tunisian desert... from the lust of Australian wildflowers to the food delights of Italy... from the tranquility of the Caribbean to the vibrancy of such cities as New York, London, Washington, Amsterdam, Copenhagen, Houston and Rome.

## HIS WIDE RANGING ART NUMBERS MORE THAN 1.800 WORKS

Among his works are acrylics, oils, silk screens, posters, stained glass, tapestries, ceramics, and sculpture in wood and bronze. He has designed fabrics for French and Italian haute couture collections, and costumes and stage sets for theater, television and film, including for "Juliet of Spirits" and "A Clockwork Orange". He has done photography and caricature, and has collaborated on books, plays and screenplays. During recent years he began adapting some of his paintings to fabrics for collections of sportswear, high fashion and such accessories as beach towels.

Expressing the brotherhood of Mankind

An internationalist with a multinational grin, Costa has long travelled the globe to gain inspiration for his art which, he says,

## EXPRESSES THE BROTHERHOOD OF MANKIND

It was in Europe when he initially achieved recognition for his multiple talents.

In 1971, for his war-against-drugs art, he was awarded the Premio Presidenza del Consiglio dei Ministri by the Italian government.

For the years he lived in Sweden, primarily in Gothenburg, where his art gained national acclaim. Paintings from his prolific "Light of Sweden" period are now among his most sought-after art. To thank Sweden, he founded in 1978 the Light of Sweden Foundation, which was dedicated, he says, "to improving the human condition". He also has lived in the Netherlands, and has spent considerable time in the United States and Australia. Among his commission are the Royal Danish Orchestra, Champagne Mumm, Beck's Beer, Bank of Italy, Chase Manhattan Bank, Diet Pepsi, du Pont, Volvo and Renault, including for the 1991 Formula 1 Grand Prix and Euro Disneyland. He has created images for Greenpeace, UNICEF, AMREF International Flying Doctors of Africa.

## SAILING ART THAT HAS BECOME AN ANTICIPATED TRADITION

Costa expanded into international sailing art during the 1980 America's Cup races in Newport, Rhode Island, when he was named official artist by King Karl XVI Gustaf of Sweden for that country's 12-meter challenger Sverige, and the New York Yacht Club. When the races were in Australia in 1987, he was appointed official America's Cup artist by the Royal Perth yacht Club. In yachting circles his works quickly became an anticipated tradition.

He now counts among his creations images that commemorate the Admiral's Cup, the Whitbread Round the World Race, the Miami Maxi Series, the Baltic Match Races in Germany, a Tall Ship and others.

His latest works include the official images for the America's Cup Jubilee 2001 in Cowes, and 5 images commissioned by Volvo Ocean Race 2001-2002 which see the artist back in marine art as Official Artist to major sailing events.