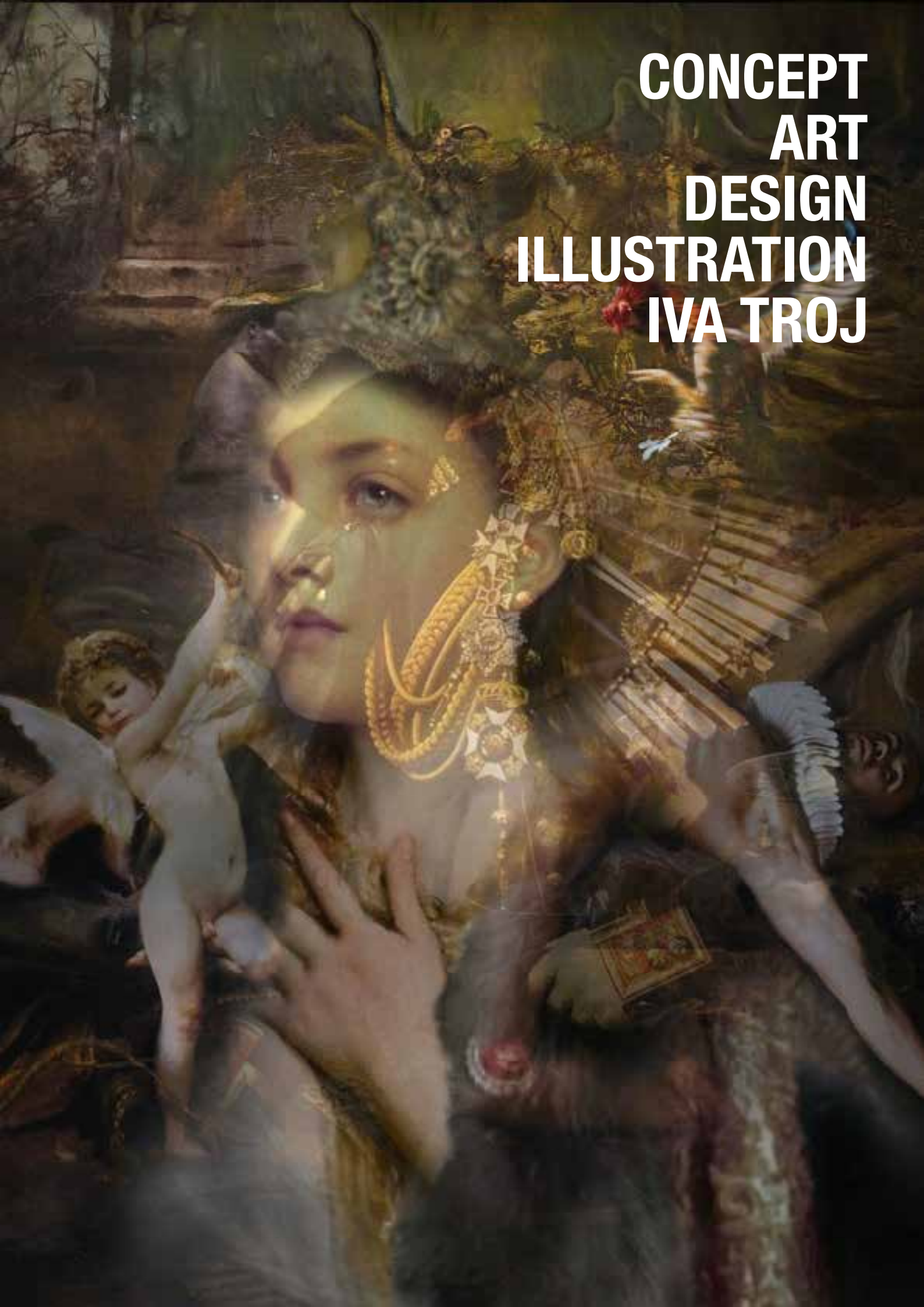


**CONCEPT
ART
DESIGN
ILLUSTRATION
IVA TROJ**



Contact:

Official site: ivatroj.com
Instagram: @ivatroj
E-mail:
iva.troj@gmail.com

Studio:

88 London Rd
Dice Saloon
BN1 4JF
Brighton, UK

Agency:

CC Agency



About Iva Troj

Award-winning contemporary artist Iva Troj creates fine art pieces which seamlessly merge Renaissance aesthetics and techniques with post-modern praxis. Her intensely detailed images achieve astonishing tricks of light and shade, as practiced by the great masters while incorporating dreamlike scenes which challenge cultural norms. Exhausted by a society in which women often feel vulnerable, threatened, or powerless, Troj recasts the fairer sex as powerful creatures, freed from the oppressive male gaze and placed within Edenic settings where they can revel in their own beauty and potential. Blending abstraction with figuration, the natural world with the urban landscape, dream with reality, Troj's breathtakingly beautiful artworks achieve something truly unique, both in terms of aesthetics and concept.

In 2020 and 2016, Troj was named Contemporary Art Excellence Artist of the Year and, in 2013, was the winner of the Towry Best of East England Award. She has exhibited both nationally and internationally and her work is in collections in the UK, France, Ireland, Sweden, Norway, Germany, China, United States and Japan. In 2020, two of her paintings were included in the permanent museum exhibit at Haegeumgang Museum [해금강테마박물관](#) in South Korea.

Awards:

Silver Gerety Award 2022 for Halo Infinite Masterpiece
www.geretyawards.com/?action=ows%3Aentries.details&e=96286&project_year=2022

3 times Cannes Lions nominee 2022 for Halo Infinite Masterpiece

Art Excellence Award 2020 [해금강테마박물관](#) Haegeumgang Museum South Korea

CAF Artist Of The Year 2019 (Silver)

Contemporary Art Excellence Artist of The Year 2016

2016 Palm Award Winner

2013 Towry Best of England Award Winner



What I have learned over the years:

And why I was hired to do Halo Infinite Master Piece, Taskmaster, the Just Eat Commercial, and other such commissions that no other artist could do in such a short period of time:

- **My ability to adapt to storylines.** This works on many levels, one being pattern recognition paralleled with having a keen eye for detail. I tend to work very closely with writers. Having done all kinds of illustration work imaginable including sci-fi and children's books and being a published writer myself, I've learned how to grasp storytelling patterns without losing patience with detail work;
- **My ability to adapt to technical requirements.** Being a traditionally trained artist with broad range of digital skills is one of the main reasons why companies hire me. When I adapt, they don't have to. It's as simple as that. Halo Masterpiece (www.youtube.com/watch?v=-QQybX31NSdA) was an impossible job until it wasn't. Being able to paint digital images was crucial to the approval process as 343 Industries, the creators of Halo Infinite, were still working out details in the characters and environments of the game. I had a final approved digital version of the painting (textured and painted by hand to look as similar to the finished physical painting as possible) only 2 weeks before the 30x20 foot epic piece was supposed to hang at Saatchi Gallery in London (www.saatchigallery.com/exhibition/halo_infinite_master_piece).
- **How to express an idea clearly;**
- **How to communicate a narrative** without sacrificing clarity by over-designing images;
- **How to simplify ideas**, not create unnecessary confusion;
- **How to design grounded concepts.** Mastering the art of accurate historical storytelling has taken decades for me. Having a PhD in Art History helps in more than one way:
 1. Knowing how to find and fact-check historical data;
 2. Having 'an instinct' when it comes to historical inaccuracies;
 3. Being able to do more than one genre (and knowing the techniques of past eras). I'm well known for not compartmentalising my talents and drawing on a broad range of genres. My work is grounded meaning I will be depicting the past correctly instead of creating derivative or stylised designs;
- And last but not least - Ability to create with bird-eye view perspective in mind and **guide the viewer's eye through my composition**, as in planning the focal points carefully and controlling the image and compositional elements so that the viewer instinctively know where to look.



Exhibitions

Upcoming

NEW YORK FA HQ Dec 2022 - Jan 2023 Fine Art Guild New York, USA

Recent

DYNAMITE GALLERY BRIXTON Sept 15th 2022

THE LOUVRE, Paris, France - September 2022

HALO INFINITE MASTERPIECE SAATCHI GALLERY, London, UK
& THE LOUVRE, Paris, France Dec 2021

SHIBUYA ART EXPO at CONTEMPORARY ART STATION TOKYO,
Japan May 2021

'VANGUARD' EXHIBIT at OUTRÈ GALLERY Melbourne, Australia 2020

D.A.E Long Beach, LA, CA, USA, Sept 2019

MODERN EDEN GALLERY San Francisco, CA, USA
Representational Modern: Beautiful Bizarre Magazine Art Prize Exhibition, Jan 2019

D.A.E Long Beach
Dakuato + 12 Inches of Wood / Long Beach, California, USA, Feb 2019

FLUX Exhibition at The National Army Museum, London, March 2019

TOKYO International Art Fair TIAF 18 | TOKYO, Japan, May 2018

THE ARTBOX New York 1.0
Armory Artweeks in New York, USA. March 2018

FLUX Exhibition at The Chelsea College of Art, London, April 2018

Modern Masters Exhibit at Art Republic Brighton, UK, July 2018

COREY HELFORD GALLERY, LA, USA. Solo Show , May-June 2017.

COREY HELFORD GALLERY, CA, LA, USA
Beneath The Waves Group Exhibit, Jan-Feb 2017

RANDOM ART GALLERY
Contemporary Beast Exhibit, Brighton, UK, 2016

FED THE LIONS – DYNAMITE GALLERY

Solo Show at DYNAMITE GALLERY, Brighton, UK, April 2016.

MAYFAIR with Roberta Moore Contemporary in London, UK, May 2015

BICHARD-TROJ Collaboration
Exhibition with John Paul Bichard at ROYAL CASTLE, Stockholm,
Sweden, Sept-Dec 2015

CAMERON CONTEMPORARY Brighton, UK, October 2014

IMITATE MODERN London with Roberta Moore Contemporary,
September 2014

LLOYDS CLUB GALLERY London, Dec 2014

MY PROJECT Marie Laveau Gallery, Stockholm, Sweden, Jan 2013

LANDET, Stockholm, Sweden, Jan 2012

CITY HALL, Stockholm, Sweden, Jan 2011



GLOBAL CAMPAIGNS



The Halo Infinite Master Piece / Client:
XBox UK / 343 Industries - Dec 2021
Links: www.saatchigallery.com/exhibition/halo_infinite_master_piece
www.youtube.com/watch?v=QOybX31NSdA

1. Approved background - digital painting from charcoal, graphite sketches
2. Approved digital painting 2 weeks before launch
3. Digital painting centre Master Chief





Taskmaster TV Commercial s11 / Client: Channel 4

Paintings and animation files

Technique: Oil painting, Pencil and charcoal, Adobe Photoshop, Illustrator and Spine 2D animation tool

Link: <https://www.youtube.com/watch?v=9Ch4m2kiTdw>

Taskmaster Series 11 Official Trailer

Taskmaster
Thursday 18 March

STREAM FREE ON ALL 4





JUST EAT - TV Commercial 2021
Client: UNTOLD STUDIOS // Paintings & animation files



BOOKS



Illustration & design for the book “Hello Troj” 2021

Design and Illustrations for contents & cover, including pre-publishing

Techniques: Illustration: Acrylics, pastels, ink

Design: Adobe Photoshop & InDesign.

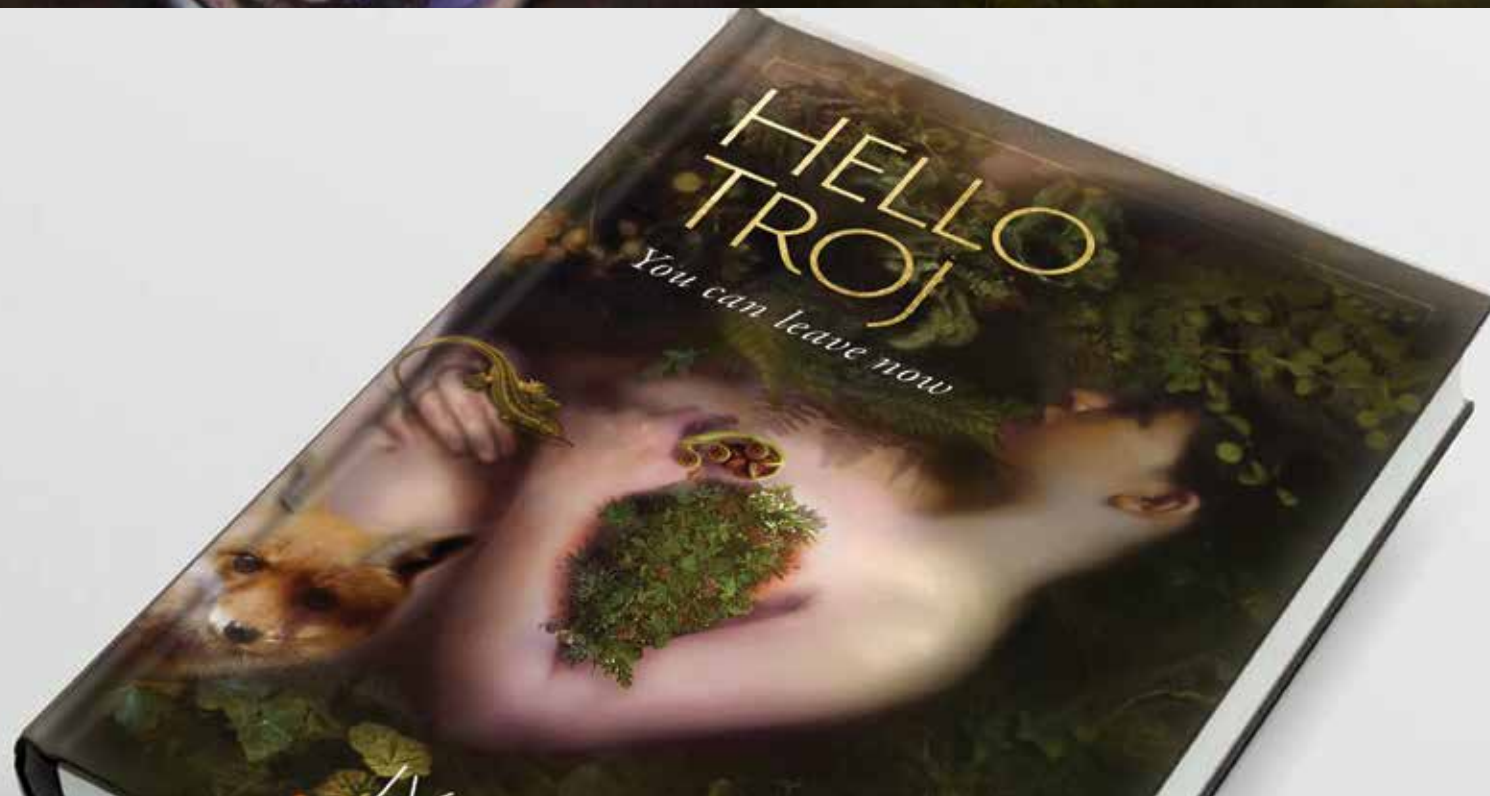


Illustration & design for the graphic novel “SIX” July 2020

Assignment: Design and Illustrations for contents & cover, including pre-publishing

Techniques used: Illustration: Pencils, acrylics, pastels, oil //

Design: Adobe Photoshop & Adobe InDesign.



Illustration & design for the novel “ORIGAMI WINE” January 2022

Assignment: Design and Illustrations for contents & cover, including pre-publishing

Techniques used: Illustration (inc cover): Pencils, graphite, charcoal, acrylics, ink, oil
Design: Adobe Photoshop & Adobe InDesign.





Rebecca by Daphne Du Maurier
Aug 2021
Client: Suntap Limited Edition Books

Assignment:
 6 illustrations as well as cover illustration
 and sleeve design

Techniques used:
 Illustrations: Pastels, pencils, acrylics
 Design: Adobe Photoshop & InDesign





Various illustrations for
'The Stories Of Children' 2d
edition 2017
acrylic and oil paintings

ILLUSTRATION & DESIGN WORK FASHION



Fashion Label 'You Are Loved' Mural

Techniques used:
Illustrations: Vector graphics,
Adobe Illustrator & Photo-
shop

**Branding - Window Illus-
tration for Face**

Techniques used:
Illustrations: Acrylic, Adobe
Illustrator & Photoshop





Work History

- IVA TROJ ART, DESIGN & RESEARCH PRACTICE
- NATIONAL THEATRE SWEDEN - Communications Expert / Artist & Designer - 2006 - 2016
- UNIVERSITY OF SÖDERTÖRN - Communications Officer – 2012-2013
- OBD AGENCY - Creative Director OBD – 2009-2010
- CAPASCA FASHION LABEL & CONCEPT STORES
Founder and Design Manager – 2006-2009
- UNIVERSITY COLLEGE OF ARTS, CRAFTS & DESIGN & DRAMATISKA INSTITUTET - guest lecturer – 2002-2003
- IBM INNOVATION - Innovation Strategy Lead & Usability Subject Matter Expert at IBM Business Consulting Services Scandinavia – 2001-2006

Lead Design Manager Scandinavia

My role as Design Manager was to oversee and direct projects through to the full phase of strategy, development and production. Innovation Strategy Consultant & Subject Matter Expert - User-Centered Development & Design

As SME at IBM, I handled the organization of design resources around the concept of innovation and was involved in a number of projects where user centricity was of importance, such as social marketing projects for hospitals and health authorities, internal communications, sales and promotion.

- FRAMFAB - Senior Art Director [design management - Unilever] – 2000-2001
- LOWE BRINDFORS / LOWE TECH - Senior Art Director at [design management Saab Markets]-1998- 2000

Area manager New Media.

Subject Matter Expert - Virtual Communities

Responsibilities: To manage the R&D team; To research and investigate the development of new media and innovations in the field of interactive design; Create and manage a resource database containing relevant articles, books, contacts and tutorials.

- TRIFFON ARTS PUBLISHER - Founder & Creative Director - 1997-98
- GRAVITY INTERACTIVE COMMUNICATION - Art Director - 1996-98
- UNICEF 1998-01 - 2000-04 Roma Literacy Programme

My responsibility was to participate in the creation of the first ever learning materials in Romani Chib, aiming at improving the quality of life for the Roma children in Bulgaria and Romania. The project was coordinated and funded by UNICEF.

- DCM (Dicentia) - Art Director – 1996
- TYPOFORM - Designer and Illustrator- 1994
- ANDERSON & LIPKE- Assistant Marketing Director - 1990-1991



**Artwork for Fashion Show
Backdrop at New York
Fashion Week**

Techniques used:
Illustrations: Vector graphics,
Adobe Illustrator & Photo-
shop

**Illustration for Dress Print
for the fashion Label
'You Are Loved'**

Techniques used:
Illustration: Pencil and
Graphite on paper



Education Academic Level

- SELINUS UNIVERSITY, London. PhD in Art History. Thesis: 'The Art Of Not Dying From The Truth' focusing on Artistic Failure and the concept of 'artness'.
- UNIVERSITY OF KRISTIANSTAD, Kristianstad, Sweden. Comp. MA courses in Cognitive Science and Psychology, Art History and Aesthetic Learning.
- UNIVERSITY OF BORÅS, Borås, Sweden. Master degree in Media, Communication, Strategy & Analysis - 2012-2014;
- UNIVERSITY OF SÖDERTÖRN, Stockholm, Sweden. Line of education: Media Studies, 3D modeling and animation - 2010-2013;
- UNIVERSITY OF STOCKHOLM, Stockholm, Sweden. Line of education: Culture Studies, Learning, E-learning - 2009-2010;
- CCAC (California College of Arts and Crafts) in Berkeley, CA, USA. Line of education: Graphics, Printmaking and Illustration - 1990-1992;
- T.L. SCHOOL OF THE ARTS – five-year program. Line of education: Art History, Design, Theater, Traditional Arts and Design, Painting and Illustration. Junior College Degree in Graphic Design and Illustration - 1983-1988.

Additional Courses & Certificates

- CENTRE OF EXCELLENCE - CERTIFICATE Cognitive Behavior Therapy - 2017-2018
- UNIVERSITY OF STOCKHOLM - Improving Knowledge, learning & information literacy - 2012;
- UNIVERSITY OF STOCKHOLM - Learning in digital and interactive environments - 2010;
- UNIVERSITY OF STOCKHOLM - Dynamic Education and Techniques - 2008;
- DESIGN MANAGEMENT INSTITUTE – Managing for Strategic Advantage - 2003;
- IBM BUSINESS CONSULTING ACADEMY- IBM, Scandinavia - Fundamental Components of a Business Case - 2003
- IBM BUSINESS CONSULTING ACADEMY- IBM, Scandinavia - Business Case Modeling - 2003
- IBM BUSINESS CONSULTING ACADEMY- IBM, Scandinavia - Building an E- Commerce

Business Case - 2003

- IBM BUSINESS CONSULTING ACADEMY- IBM, Scandinavia - Financial Fundamentals - 2001-2002
- IBM BUSINESS CONSULTING ACADEMY- IBM, Scandinavia - Business Process Design - 2002.
- UNIVERSITY OF CALIFORNIA, Berkeley, CA, USA - Creative Writing - 1992;
- KALAINSTITUTE, Berkeley, CA, USA-Journalism And The Arts- 1992.
- KALA INSTITUTE, Berkeley, CA, USA - Printmaking Techniques - 1991.

HCI Skills:

Illustration & Design:

Adobe Photoshop; Adobe Illustrator; Adobe After Effects; Substance; Adobe InDesign; Adobe Lightroom; Adobe Premiere; Adobe Dreamweaver, GIMP; Inkscape; Spine; Sketch; Affinity Designer; Gravit Designer; Canva; etc.

Other: Wordpress: WPForms: Divi and other Elegant Themes; SEO: Jetpack; Jumbla; WIX; Squarespace; Dream-host Builder, etc.



Contact:

Official site: ivatroj.com
Instagram: @ivatroj
E-mail: iva.troj@gmail.com
Phone: 07719217996

Studio:

88 London Rd Dice Saloon BN14JF
Brighton, East Sussex, UK

Agency:

CC Agency, Worthing, UK