



"Pop Up Theology ... gives the viewers access to consider, discuss and reflect on positive religious messages."



## Christi Scofield - [www.aha-fineart.com](http://www.aha-fineart.com)

### Artist Statement

#### Pop Up Theology

A Series of Pop Art Paintings Highlighting Inspirational Messages from World Religions.

With so much focus on the negative aspects of religion in today's secular culture, I created the Pop Up Theology series to explore and foster discussion about positive and inspirational elements in some of our world's major religions.

I titled the series "Pop Up Theology" instead of "Pop Art Theology" because I liken it to the concept of a retail "pop up" store where the best of a brand is made available to

consumers who don't normally have access to it. Pop Up Theology cuts through the negative noise so prevalent in our culture and gives the viewers access to consider, discuss and reflect on positive religious messages.

I chose the pop art style with bright, happy colors because the paintings are meant to uplift, encourage and inspire. My goal is for the viewer to leave each of the paintings with a vibe of joy and even better, the idea to move on and pay that joy forward.

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## Artist Bio:

Christi Scofield is a NYC-based contemporary artist and entrepreneur known for creating artwork with positive, uplifting themes and bold, vibrant colors.

Originally from St. Petersburg, Florida, Christi has an unusual background ranging from high-end technology sales, to inventing a sexy board game, to designing school supplies for children and now greeting cards for the masses.

For the past 10 years, Christi has been painting and sharing her fine artwork with only a handful of private collectors in order to focus on the growth of her graphic arts brands for her consumer products company, Icebreaker Entertainment.

Christi's artwork for her consumer brands has been featured on a diverse collection of mass-market products including board games, greeting cards, beauty supplies, apparel, school supplies and eclectic product categories like beverage coolies and bowling balls. Her consumer products are sold at Target, Walmart, Barnes & Noble, Kohl's, Dollar General and many more major retailers under the brands Sassy Slang, Sexy Slang, Sporty Slang and Cheeky Chats.

The success of Christi's mass market products has provided her the resources she needs to dedicate more of her time to her true passion, fine art. While Christi enjoys designing for the masses, her fine art allows her to create pieces with much deeper meaning and connect one-on-one with viewers. Christi's goal is to create fine art that is full of thought and symbolism but also stays true to her consumer products mission of creating products with positive messages.

Christi received her BA from Virginia Wesleyan College and her MBA from Florida State University. Christi's art studio and entrepreneurial HQ is on the Upper East Side of Manhattan where she lives with her husband, Ted, her palm tree, Spike, and her little money tree, Benjamin.

## Collections:

2013

Pop Up Theology – No Worries – Private Collection – Miami, FL  
Pop Up Theology – My Gifts Rock – Private Collection – Milwaukee, WI  
Kiwi Flower – Private Collection – Mountain View, CA  
Sassy Slang Greeting Card Collection – Walmart, Target  
Sassy Slang School Supply Collection – Walmart  
Sassy Slang Party Supply Collection – Dollar General  
Sassy Slang Beauty Collection – Marshall's  
Sassy Slang Apparel Collection – New Look - UK

2012

Sassy Slang School Supply Collection – Target  
Sassy Slang Greeting Card Collection – FedEx Kinkos  
Sassy Slang Party Supply Collection – Dollar General  
Sassy Slang Apparel Collection – Kohl's  
Sassy Beauty Collection – Marshall's  
Sexy Slang Game and Book Collection – Barnes & Noble

2011

Motivational Series – Breaking out of Her Shell – Private Collection – New York  
Cubist Sports Series – BestBuc – Private Collection – St. Petersburg, FL  
Sexy Slang Game and Book Collection – Barnes & Noble, Spencers  
Sassy Slang School Supply Collection – Walmart  
Sassy Slang Apparel Collection – Kohl's, Walmart