

# Etch A Sketch artist makes a name for himself

## George Vlosich: World's best Etch A Sketch artist

### From the video...

CLEVELAND - On July 12, the Etch A Sketch celebrates 53 years.

"It's kinda like that classic, old school toy," explained George Vlosich. Vlosich, who is from Cleveland, Ohio, is arguably the world's best Etch A Sketch artist.

"Everyone seems to have played with an Etch A Sketch and they understand the limitations of it," said Vlosich.

That's what makes his art so amazing.

"The Etch a Sketch I picked up when I was 10 years old in the back seat of the car, on vacation," George said. "I just really wanted to see what I could do with it and where I could take it."

And now it takes him all over the world.

George has been invited to the White House, been back stage with Garth Brooks, on-set with Will Smith. He's been on Oprah, David Letterman, Jimmy Kimmel... all by playing with a toy. But just because it's a toy, doesn't mean it's easy.

"Like anything, the more you practice at it, the better you get," Vlosich said. "Back then it took 5 hours, ten hours at the most, and now it takes 100, 150 hours."

George also uses the Etch A Sketch, to help create murals and t-shirts, for his company GV Art and Design, in Lakewood, Ohio.

"I've been able to kind of transform that toy, into art," he explained. "I've definitely taken it to a level that no one else has taken it to."

But, don't let this toy be intimidating. Remember, it's easy to start over.

## Continued...

Their faces have been captured on mugs, plates, tea towels - and even in Lego - now it's the turn of an Etch A Sketch whizz to pay a royal wedding tribute to Prince William and Kate Middleton.

The portrait was created by artist George Vlosich, using the retro toy which originates from the late 1950s.

The likeness took 80 hours to draw with two dials on a plastic frame – all using one unbroken black line.

Twisting the knobs moves a stylus that removes aluminum powder from the back of the screen, leaving a black line.

Mr Vlosich, from Ohio, created the image especially for an art gallery show to celebrate the Royal wedding.

He has also produced Etch A Sketch portraits of Barack Obama, Will Smith, Tiger Woods, Muhammad Ali and The Beatles.

The 30-year-old, who has been using the toy since the age of ten, said: 'Each is an original work of art that takes 70-80 hours to create.

'Once finished, the piece is then preserved to stand the test of time by removing the powder from the Etch A Sketch.'

The face of newly sworn-in American President Barack Obama was also captured on the Etch A Sketch.

'Every creation is uniquely different and cannot be duplicated. And people still say "No, that can't be real. You can't do that with an Etch A Sketch,"' Mr Vlosich said.

The artist has Etch A Sketched many of the world's greatest athletes and celebrities and his work has been described as 'the one continuous line that continues to amaze the world'.

He is proud to have paved the way for others to follow in his footsteps, but what continues to set George apart is his amazing story, his incredibly detailed etches, his worldwide publicity and his uncompromising passion to take his Etches to places no one ever thought possible.

He said: 'I've been drawing since I was two years old, but the real magic on the Etch A Sketch started in 1989 on our family trip to Washington D.C.

'Before we left, we stopped over my grandparents' house to say goodbye. My mom pulled out her old 1960's Etch A Sketch so my brother and I would have something to play with in the car. I etched a picture of the U.S. Capitol.

'When I was finished, my mom and dad were amazed! My dad saw it and immediately stopped at a gas station to take a picture of my creation before I erased it.

'I could have never imagined that after standing outside the gates of the White House, my artwork on an Etch a Sketch would some day get me invited into the Oval Office.' He continued: 'Around the age of ten, I was doing simple things on the Etch - Batman, Spiderman, California Raisins, etc. I was drawing and etching anything around me that I had interest in.

'I also started combining sports and Etch Art - two of my favorite things. I can't really explain it - drawing on the Etch just came naturally to me.

'The Etch A Sketch became a new way for me to express my artistic talents. It was a new challenge - and I just wanted to see how good I could get.

'The more I Etched the better I got at drawing, and the more I drew the better I Etched.'