



The Association of Illustrators Newsletter

October 12th 2003

mailing to: 1428

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Welcome to the new look Despatch. We've decided to upgrade to an html-styled newsletter which now enables us to add visual material which was not possible previously. If you are unable to read this type of newsletter you can receive a text-only version in future by changing options on our subscription page at: <http://www.theaoi.com/subscribe.html>

As always, we value your input so please let us know your thoughts on this and any other illustration-related matters by selecting the 'Feedback' option above.

THE ASSOCIATION OF ILLUSTRATORS IS 30 – Happy Birthday!



Are you aware of just how long the AOI has been representing the illustration industry? After 30 years the AOI is going strong, providing valuable advice to its members – exceptional for a national arts organisation that has never been publicly funded!

"Before The AOI life for an illustrators was bleak We were continually undermined and bullied by the large corporate companies.... paid badly and used and abused . We were forced to sign away our rights and our original art was never returned. Today after 30 years...because of The AOI we are now considered a professional body...we are listened to and our rights have been established. Our Images book is now THE shop window for British Illustration and the future looks good." – Brian Grimwood, Illustrator

In 1973 a small group of illustrators and agents formed the AOI to defend the rights of illustrators. Previously individual illustrators faced exploitation without centralised support. Since then we have provided an information resource to spread the word about good practice and ethics within the illustration industry. The scope of our work has run wide and deep covering all aspects of illustration. The AOI has tirelessly worked to inform illustrators that rights grabs need not be tolerated. In 1975 we asserted the legal right that creators should retain commissioned artwork at a time when the common practise was for clients to keep it. Achievements such as these have been an essential part in maintaining a fair and robust industry.

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Today, the AOI has over 1,000 members with patrons such as Peter Blake, Quentin

Blake, Ian Pollock, Paul Slater, Carolyn Gowdy and David Hughes. The collective strength of our patrons and members, and our ability to collaborate effectively with other creative rights and arts organisations, such as DACS and the V&A, helps us to lead the way in protecting illustrator's rights in Britain.

"30 years of visual inspiration." – John Hegarty, Chairman BBH

"Illustration is essentially a solitary pursuit, and the AOI constitutes a community that provides inspiration, renewal & a sense of continuity." - Peter Till, Illustrator

" How has illustration changed over the past 30 years? Where to begin? The change has been constant . . . Against this backdrop, the Association of Illustrators has helped to encourage, guide, and protect some impassioned, inspired, while increasingly endangered free spirits so that their voices might be heard. That has been a valuable contribution to the planet, in my view. " – Carolyn Gowdy, Illustrator

Over the next few months we will be celebrating our 30th anniversary in a number of ways. The celebrations will include:

Illustration in the Digital Age – 26 November 2003, RCA - see below.

Illustration Auction – 8 December 2003, AOP - see below.

"Dipping into the AOI's extensive archive is to journey back through my own history as well as that of British Illustration over the last three decades. The AOI has been a valuable and trusted bed-fellow throughout, surviving the fads, the fashions, the wannabes and the has-beens, the cynics and the malcontents, and looks set to become an increasingly a potent force through which to represent the interests of what is essentially a solitary and reclusive profession. A big pat on the back for the AOI and all who sail in her." – Ian Pollock, Illustrator

The latest issue of Creative Week is featuring the AOI's 30th, part of which contains an interview with AOI Chair Michael Bramman. You can read the interview **HERE**.

THEAOI.COM NEWS

Site Visits Reach All-Time High

September saw a record number of visitors to theAOI.com (incorporating AOIimages.com) - well over 34,000, that's around 1100 visits a day. The increase is almost certainly down to the launch of AOIimages and the attendant publicity.

New Events Section

A new Events section has been added to the site which provides an overview of competitions, exhibitions, seminars etc. in one easy-to-use application. Users can choose from daily, monthly or list views. Linked dates provide full information about the relevant event. There is also an option to add an event including images as well descriptive text. Go directly **HERE** to view.

Sections Re-designed

The Information and Articles sections have had a makeover simplifying the navigation and improving text readability. A new, more efficient search facility has also been added.

Favourite Illustrator Poll

Following the recent Independent's Top Ten illustrators piece a poll was run on site to collate votes from visitors. The results are as follows. 261 votes were received in

all, nominating over 150 illustrators and producing an extremely diverse list. The results below are broken down into three sections and listed according to number of votes polled. There was a clear top ten with Cronin, McKean and Fanelli proving to be the most popular overall.

Top Ten	Runners Up 1	Runners Up 2
Brian Cronin Dave McKean Sara Fanelli Paul Davis Pete Fowler Christopher Corr Jeff Fisher Mark Ryden J. Otto Seibold Brad Holland	Alan Adler Andrew Baker David Broadbent Anthony Robinson Marsha White André Francois Paul Slater Richard May	Christian Northeast Milton Glaser Ian Pollock Lauren Child Ian Whadcock Jason Ford Quentin Blake Joe Magee Tony Ross

AOIIMAGES.COM

Launched in August, we're pleased to announce that reaction to AOIimages.com has been very positive indeed. Art-buyers and commissioners have been invited to become registered users of the site which enables them to receive periodic updates of site news and additions.

Among those who have elected to register are: Ivory-heights, Scotsman Publications, St Luke's, Quantum Business Media, Time Warner Books, Iona Design, M & C Saatchi, Folens Publishers, Ebury Press, Random House, Penguin, WPL, TDI, xMedia, Ideal Creative, HTW, RBC Financial Group, Laurence King Publishing, Paper House, Leo Burnett, Satucitra, Partners BDDH, BMP, Pop Up Greetings Ltd., Pulse Digital Media.

So far just over 40 illustrators have taken up the artist-managed portfolios featuring over 800 images. Images 28 winners will be uploaded to the Permanent Collection in the coming months.



ILLUSTRATION IN THE DIGITAL AGE - ONE DAY SEMINAR

26 November 2003
Royal College of Art, Kensington Gore, London, SW7 2EU

To launch the celebrations for the Association of Illustrators (AOI) 30th anniversary, we are taking stock of illustration in the digital age looking at the impact of digital technology on the industry and technology developments for the future.



Speakers include illustrator Mick Marston, Course Leader for Illustration, University of Brighton, Illustrator and Computer Arts writer Lawrence Zeegen and Aardman Animations, the designers of the Wallace & Gromit films, talking about how

technology has helped develop their work. With working tips from software developers Adobe and iView Media, the day will be stimulating and thought provoking for those just dipping their toes in the digital world as well as those already fully submerged.

Thank you to Adobe and Computer Arts for supporting this event.

AOI members £25 / Non-members £35 / Full-time Students £20/ RCA students £10
 10% discount of group bookings of 6 or more places
 Please telephone 020 7739 8901 to book with Visa/Mastercard or Switch or download a booking form to pay by cheque. ALL PLACES MUST BE BOOKED IN ADVANCE

Illustration in the Digital Age Booking Form



AOI CHRISTMAS AUCTION 2003

8th December 2003 - AOP Gallery, 81 Leonard Street, London EC2A
 The works can be seen in the afternoon with the auction to be held in the early evening

An impressive range of contemporary illustration in an auction of works by leading illustrators and bright new stars as part of the AOI 30th anniversary celebrations. A rare opportunity to bid for pieces from such acclaimed artists as Quentin Blake, Ralph Steadman, Ian Pollock, Mick Inkpen and many other respected and celebrated practitioners.

Many of the works have been selected in the past few years for the AOI's annual Images exhibition. The Images exhibition gives an opportunity to view original artwork as featured in the only jury-selected illustration annual in the UK. Much of the work has featured in the daily press and national advertising campaigns.

Whether you would like to buy a piece of artwork or purely enjoy an impressive show, come along and make a bid. A small percentage will also go to the Creators Rights Alliance, an organisation involved in campaigning to defend the interests of those working in the creative industries.

This may be the answer to all your Christmas shopping worries!

For further information, please call the Association of Illustrators on 020 7739 8901

AOI JOURNAL - October/November 2003

The Far and Wide issue guest edited by Esther Dudley. A collection of examples of British illustrators who have worked away from home, some physically, some in their imaginations. Featuring Sarah Coleman, Paul Slater, David Hughes, The Folio Agency, Jill Calder, Matthew Cook.



Mailing to members on October 13th.

The Journal is free to AOI members and available to non-members on a subscription basis. As well as the articles itemised above, contains the regular news, monitor and letters column, plus plenty of illustration.

Next guest editor, Peter Richardson
Copy deadline for next issue, November 1st.



NEW COUNCIL MEMBER

The AOI are pleased to announce that illustrator Michael Sheehy has joined the Council as of this month. No doubt you are all familiar with Michael's work. A selection can be seen **here**.



DEBUT ART SEEKS NEW STAFF MEMBER

Debut Art & The Coningsby Gallery are looking to recruit a new full time member of staff. The job role will primarily involve marketing the represented artists to commissioning clients and gallery liaison.

Anyone interested in the position should either call Andrew Coningsby on 020 7636 7478, email him at andrew@debutart.demon.co.uk or post him a letter with CV to 30 Tottenham Street, London W1T 4RJ.

ILLUSTRATORS 46 SUBMISSIONS DEADLINE

There's just time to enter the the Society of Illustrators 46th Annual and Exhibition. Deadline as advertised is October 17th although it's possible this may be extended. Full info including downloadable entry form can be found **HERE**.

EXHIBITIONS AND EVENTS

Subject headers link to full information.

'Memory Filter' Jerzy Kolacz Exhibition

'one of the world's ten most successful illustrators' from October 10th.

Illustrator's Transnational Rendezvous

2 day seminar looking at the future of the profession. Valencia, Spain from October 24th.

Quentin Blake at the Purcell Room

Talking about his work, October 28th.

Adobe Creative Suite Event

Event marking the arrival of the next generation of creative software. October 29th.

Comic Festival 2003

Over 100 comic creatives on hand to discuss comics. November 1st.

Bologna Illustrators Exhibition - Deadline for Entries

November 15th.

3-DAY INTENSIVE DRAWING MASTERCLASS

Continuing on from the successful 3-day Masterclass – Human Form (May). The Drawing Postgraduate Course at Kingston University, DRAWING AS PROCESS is pleased to inform you of their next Masterclass – Media and Materials. As before, we are now able to open this opportunity to Artists, Teachers and Students of the Arts, alongside keen amateurs wishing to expand their drawing knowledge, abilities, approaches and concepts.

MEDIA AND MATERIALS

Whatever your reasons for drawing, rejuvenation and invention in the use of media and materials is a life line to creating new and original work. This three day intensive masterclass is designed to stimulate and inspire new ways of manipulating your existing range of materials and to give you the opportunity to experiment with and develop working with other media which will be new to you. Collaborative work as well as individual pieces will be created - although it should be noted that process, rather than polished end products, are the order of the day. However, the sessions will build one on the other in a systematic manner. The ideology of the masterclass is similar to that of the unique MA programme at Kingston University Faculty of Art, Design & Music, Drawing as Process. Be prepared to enjoy and be stimulated by working alongside students on this course, who come from a broad range of experiences in the art, design and communication fields. What you will all have in common is an open mind and the desire to learn, improve and share.

3-Day Intensive Drawing Masterclass – Media & Materials £125

10.00-4.30pm – Thursday 30, Friday 31 October, Saturday (3.45pm) 1 November 03

3-Day Intensive Drawing Masterclass – Space & Form £125

10.00-4.30pm – Thursday 19, Friday 20 and Saturday 21 (3.45pm) February 04

3-Day Intensive Drawing Masterclass – Memory & Map £125

10.00-4.30pm – Thursday 15, Friday 16, and Saturday 17 (3.45pm) April 2004

Fees do not include lunch, refreshments or materials, a materials list and joining information will be sent on receipt of booking.

Download Booking Form from **HERE**.

AGENCY SIGNINGS, PR

Arena

Arena are pleased to announce that Steve May's brilliant illustrations for Marks & Spencer's Halloween food packaging is out in the shops now.

We are also pleased to announce two new artists who have joined our ranks:

Mique Moriuchi and **Jan McCafferty**.

The Artworks

Thanksgiving Day in November sees the twentieth anniversary of The Artworks. As a special souvenir promotion, twenty of the artists have created illustrations of twenty turkeys which will be mailed to selected clients, together with a show and anniversary part at The Artworks Gallery.

The current **show** and book launch at The Gallery, Illustrations by Christian Birmingham for The Sleeping Beauty, has been a resounding success with almost all of the illustrations sold at the opening.

Christopher Wormell has illustrated a national ad campaign for Adnams Breweries,

which has attracted a great deal of industry acclaim. The campaign art directed by Dave Dye of Campbell Doyle Dye can be viewed on poster sites around the country, very cleverly evoking the seaside flavour of the East Coast based Brewery.

The revamped website for The Artworks www.theartworksinc.com has just gone live and is already proving a great hit with clients.

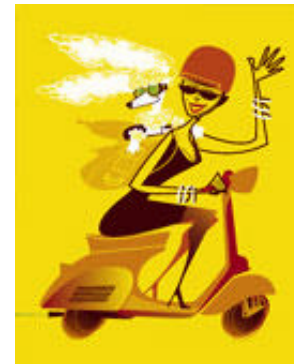
Olivier Kugler, who joined The Artworks in the Spring has got off to a flying start. Constantly in demand since, he has just completed a series of posters for The Times, aimed very much at the student market.

Central Illustration Agency

CIA represented artist Jonas Bergstrand has completed a huge press and poster campaign for Eurostar, through TBWA\LONDON. The Continental Art Deco style press ads have been extremely successful and the distinctive yellow billboards and bus sides depicting the young sophisticats of Paris and Brussels enjoying the finer things in life, have been a familiar sight this summer.

CIA have just taken on Gary Taxali. Gary has been illustrating professionally since he graduated from The Ontario College of Art in 1991. His illustrations have appeared in many national magazines, public transit ads, greeting cards, TV commercials, wine labels, CD covers, etc., in addition to numerous other projects for design firms, advertising agencies and web sites.

TBWA Poster Campaign



Jonas Bergstrand

Folio

Folio have recently taken on 2 new illustrators, **Reggie Pedro & Brendan Kelly**.

London born artist Reggie Pedro is largely known for the series of record- sleeve artwork that he created for the 1998 Mercury award-winning band Gomez. Reggie originally trained in Fine Art, before continuing on to an MA in illustration at the Royal College of Art.

Brendan Kelly, a Slade Graduate in Fine Art is a huge new talent to join Folio. He has a mass of awards under his belt including 2nd place in the 2001 BP Portrait award for his painting 'Nude In A Nightclub'. You can also see Brendan's new painting 'Actress' in this years BP Portrait award.

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