



VAROOM 21: The Illustration Report - Rules

Illustration, Culture, Society – Spring 2013



'I like using texture such as fur to compose the bodies of my babies...' says issue 21's cover artist, Geneviève Gauckler known for her unique characters. By placing her characters into everyday life, she creates a close tie between her imaginary world and the real environment.

Pictoplasma's Lars Denicke and Peter Thaler explore the strange role of character design..... Bryony Quinn questions McSweeney's publications and illustrators who have used illustration and design to drive a brand;

Varoom contributing editors hand pick exciting new projects from their respective fields to share with readers. Ligaya Salazar discovers distinctive perspectives to images of fashion; whilst Jeremy Leslie closely looks at custard, myths and zoos. Bridget Stevens-Marzo notes the breaking of rules within children's magazines. Jane Stanton explores the recent '24 Hour Musical' directed by actor Kevin Spacey and hosted by Matt Lucas, and why it was called as "an adreniline rush like no other!"

Regular columnist Paul Davis conducts his own set of rules that an illustrator should follow, including not wearing slippers that are too big for you. Meanwhile, Marion

PICTO – PROPHETS

Lars Denicke and Peter Thaler, founders of Pictoplasma, explore the strange role of character figures in the age of visual white noise. Visual clutter? Or prophetic guides?

MCSWEENEY'S: HOW ILLUSTRATION & DESIGN SHAPED THE 'LITERARY'

Over the last 15 years McSweeney's publications have challenged both reading conventions and establishment ideas of 'literary' value. Bryony Quinn interviews the Art Directors and Illustrators who have used illustration and design to drive a brand.



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VaroomLab as a website, where scholars and students participate in experimental research into the discipline of Illustration. It will develop as an ongoing body of institutional knowledge, explore how illustration is shaping society and culture, and deliver practical and relevant insight into where the profession of illustration is heading. For further inquiries regarding **Varoom Lab** contact info@varoom-mag.com See **varoom-mag.com**

NOTES TO EDITORS

Please reference *Varoom 21* if you mention any of the content in press or blogs. Thank you.
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The Editor

Editor, journalist and copywriter John O'Reilly has worked for clients including Virgin Atlantic, Getty Images, Playstation, The Guardian and Independent. He writes visual trend reports and is the co-author of *Recharge Your Design Batteries* on commercial art and creativity

The Art Direction and Design

Fernando Gutiérrez set up 'The Studio of Fernando Gutiérrez' in 2006, specialising in identity, packaging, exhibition, signage and editorial design. The studio designs for Tate Modern, the Prado Museum and the Centre for Contemporary Culture Moscow.

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Association of Illustrators

Established in 1973 to promote illustration, advance and protect illustrators' rights and encourage professional standards. It has successfully increased the standing of illustration as a profession and improved commercial and ethical conditions of employment.