



VAROOM 16: Change – the illustration report

Illustration, Culture, Society - Autumn 2011

Varoom is now a larger publication, expanded to newspaper size, and with an additional issue per year, giving you great content and original imagery four times per year.

'I've always been interested in games, rules, puzzles and possible rewards...' says issue 16's cover artist, George Hardie, known for his iconic work on Pink Floyd album covers. And his superb artwork carries this theme, rewarding concentrated viewing.



Our new contributing editors have hand picked exciting new projects from their respective fields to share with readers. David Downton offers up his choice of fashion illustration; John Lowe finds inspiration for his pick of graphic novels at Comic-con, San Diego; Derek Brazell's choice of reportage includes Richard Johnson's sobering work with the International Society of War Artists. Martin Salisbury looks at children's picture books, Jeremy Leslie finds innovation in magazine illustration and Nat Hunter of Airside shows us a selection of illustration being used within a digital framework.

Our regular columnists respond to the question "What's Next?". Paul Davis makes the best of a bad situation, turning an unwanted guest into an unusual promotional opportunity. Meanwhile, Marion Bantjes muses on her retreat into analogue in the digital era with a beautifully intriguing multi media image.

DIGITAL ANIMATION

It turns out that all those hours spent with a HB pencil was the perfect training for our all-singing and dancing digital media. Liz Farrelly talks to Fred Deakin and Miles Donovan, and discovers why clients love down and dirty animation.

WALKABOUT

With clients such as The Guardian and Nike, Mimi Leung is a successful illustrator. She is currently a Sexual Assault Worker working for an Aboriginal-owned NGO. She reflects on her experience and reveals how her creative skills have helped her in her new role.



NOTES TO EDITORS

Please reference Varoom 16 if you mention any of the content in press or blogs. Thank you.
www.varoomlab.com

Varoom – Illustration, Culture, Society

Published by the Association of Illustrators four times a year. *Varoom 16 October 2011*, 56 pages, available in specialist bookshops and assorted news stands in the UK, Europe and other countries, retail price per issue £5 (outside UK £8), subscription (4 issues) £15 (outside UK £23).

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.

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.



**Association
of illustrators**

For further information or images please contact Derek Brazell on 020 7324 7221 or email derek@varoom-mag.com or visit our website: www.varoomlab.com

The Association of Illustrators, 2nd Floor, Back Building, 150 Curtain Road, London EC2A 3AT