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VAROOM! - CONTEMPORARY ILLUSTRATION THROUGH THE EYES OF THE WORLD

How do you design whisky labels for China? Has Bollywood rediscovered the lost art of film posters? Are Brazilian and Russian artists pursuing similar visual styles? Have the glory days of Radio Times covers gone the way of black and white television? These questions are some of the topics under discussion in the latest issue of the award-winning, quarterly magazine **Varoom!** which celebrates the cultural, political and social ideas in contemporary illustration from around the world.



With Russia, India, China and Brazil emerging as new economic powers, the magazine examines the aesthetic values and creative entrepreneurial practices that retain their unique individual identity in the global market.

From Brazil, there's a profile on the collage work of Eduardo Recife who has received commissions from New York Times, Volkswagen, and HBO, and Prof Alan Male offers an insightful perspective on China's traditions and trends in commercial illustration.

The glorious renaissance of hand-painted Bollywood posters is the focus of Allan Drummond's article on Indian poster designs whilst Russian pluralism and unique style is explored through the eyes of Victor Melamed, co-founder of the Tzeh Collective, revealing the continuing influences of Constructivism.

The issue also features an interview with cover artist, Cuban-born Edel Rodriguez, former Time magazine Art Director who has also created the specially commissioned cover for this issue, and Chris Martin who talks about brand designing for Johnnie Walker whisky in China. In the field of

consumer publishing, Radio Times has remained a firm favourite but Martin Colyer expands the debate on whether the golden years of cover design have long gone or do they remain as inventive as ever.

The magazine includes its regular news round-up sections covering graphic novels, children's books as well as opinion pieces, including regular editorial from Paul Davis. Each issue also features unique centrespread artwork from Marian Bantjes, and a new comic strip from The Guardian cartoonist Tom Gauld.

Varoom! 17 is available from selected book shops and can be purchased online from:

www.varoom-mag.com

If you have any press enquiries and image requests, please contact:

Paul Smith - press@theaoi.com tel: 020 7613 4328

Note for editors:

The Association of Illustrators (AOI) is a non-profit trade association with a membership that includes freelance illustrators, agents, clients, students and colleges. Established in 1973, it is the only organisation to represent illustrators and campaign for their rights in the UK and has successfully increased the reputation of illustration as a profession as well as improved the commercial and ethical conditions of employment. It produces the annual 'Images' prize and touring exhibition, now in its 36th year, which celebrates the best in contemporary British illustration. www.theaoi.com

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