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NEWS RELEASE

VAROOM! ISSUE 19 – THE TASTE ISSUE

Taste, that most vital idea in image-making and image consumption forms the theme for Issue 19 of **Varoom!** the award-winning, quarterly magazine which celebrates the cultural, political and social ideas in contemporary illustration from around the world.

The idea of Taste lubricates and directs culture and commerce, from old media lifestyle magazines and Weekend supplements to the new uber-cool social-media tastemakers setting agendas in design, illustration and advertising. **Varoom 19's** menu offers a well-balanced diet, highlighting the idea of Taste as "Sensation", talking to the illustrators and art directors forging new ideas of Taste, and some classic Taste-defining images.



Editor John O' Reilly provides the hors d'oeuvres with a round-up of today's most significant Tastemakers. Author and filmmaker **Nicolas Blincoe** gets his teeth into the new wave of art directors behind the Food Cult Magazines, **Lucky Peach, Fool, Fire and Knives**, and **The Gourmand**. In contrast, **Granta** has built up a formidable reputation over the years, with covers and insides that combine the literary and the aesthetic. Michael Salu, Granta's Artistic Director, talks about his philosophy behind the latest issues focussing on Medicine and Horror which sports a **Chapman Brothers'** cover

Music may be the food of love, but it also nourishes illustration. **The Rolling Stones** have been the rock flavour for five decades now and they've licked it with the iconic tongue and lips first seen on their '**Sticky Fingers**' album. Martyn Colyer talks to the face behind that legendary symbol, John Pasche, whilst Paul Burgess transports us back to the 1970s to interview **Gee Vaucher** who created the sleeve art for punk group **Crass'** first album, 'The Feeding of The 5000' .

If you only have room for a snack, try Bryony Quinn's debate on stripped-down crunchy aesthetics, pioneered by the likes of animator **David O'Reilly** and Antwerp-based artist Kolchoz, who are challenging visual conventions. And you might leave room to digest James Brocklehurst's exploration of the rising 'book app' revolution or Peter Lyle's celebration of Andy Warhol's fabled **Interview magazine**.

The work of Parisian duo, Mathias Augustyniak and Michaël Amzalag, have shaped fashion and photography through their **M/M Paris** company and they reveal their inspiration on the eve of the publication of their major retrospective book. Award-winning illustrator, **Brian Grimwood**, chews over his favourite image maker, African-American folk artist, **Mose Tolliver** whilst the cover art is provided by South African design collective, **Radio**.

The magazine includes its regular news round-up sections covering street art, cartoons, fashion and more, as well as opinion pieces, including regular editorial and artwork 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! 19 is available from selected book shops for £5 and can be purchased online from: www.varoom-mag.com

DIARY DATE: VAROOM! LAUNCH EVENT - 7th November

To launch Varoom's Taste issue, there's a special ticketed free event at Foyles Gallery, Charing Cross Road, on 7th November. Editor John Reilly will be discussing 'A Question of Taste?' with a panel of experts including Michael Salu from Granta, illustrator Tara Dougans who recently worked on London Fashion Week, and youngest winner of the Political Cartoonist of the Year, Ben Jennings. Pre-booking required.

Details are available on: www.varoom-mag.com or events@foyles.co.uk.

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notes to 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 leading body to represent illustrators in the UK and campaigns for illustrators' rights, continually working to increase the professional standing of illustrators, commercially and artistically. The AOI works to improve contract content and contracting practice extended to illustrators by commissioners. It also produces the annual '**Images**' competition and touring exhibition, now in its 36th year, which celebrates the best in contemporary British illustration.

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