

PRESS RELEASE

Friday 15 May 2015

Winners announced for the Prize for Illustration 2015

- **Winning artwork to be displayed on London Underground**
- **New artworks take viewers on a visual journey across the Capital**
- **One hundred images of London life go on show from Friday 15 May until 6 September 2015**



Gold prize
Eleanor Taylor
**The Royal
Observatory,
Greenwich**



Silver prize
Carly Allen-Fletcher
Compound City



Bronze prize
Eliza Southwood
Parkour at the Southbank

The winner of the Prize for Illustration 2015, chosen from over one thousand entries worldwide, has been announced. The competition, which is run by Association of Illustrators (AOI) and London Transport Museum, was open to illustrators throughout the world and this year's theme was *London Places and Spaces*. Artists were

invited to capture an iconic or lesser known place or concept in a single illustration. Prizes were awarded on three levels:

Gold prize: £2000 and display of the winning image on a London Transport Museum poster on London Underground

Silver prize: £1000

Bronze prize: £750

Brighton based illustrator Eleanor Taylor scooped the coveted Gold prize for her illustration of the Royal Observatory in Greenwich. The Silver prize went to Carly Allen-Fletcher for *Compound City*, and the Bronze prize to Eliza Southwood for *Parkour at the South Bank*, making it an all-women top line-up in 2015.

The prestigious annual competition is open to illustrators and students of illustration throughout the world. This year's theme is *London Places and Spaces* and artists were invited to respond to the competition brief calling for entries that reflect the Capital's distinct personality and characteristics.

The judging panel, made up of art and design experts shortlisted 100 illustrations from over 1000 entries. All of the entries including the three winners will be on display at London Transport Museum in Covent Garden Piazza from 15 May to 6 September 2015. Together the illustrations take visitors on a visual journey across London with images which range from the contemplative to the crowded and loud, imaginary or real and from the past to the present.

The winners

Gold prize

Artist: Eleanor Taylor

Illustration: The Royal Observatory, Greenwich

Medium: mixed media

Artist's summary

The Meridian laser marking the route of Greenwich Meridian beams out over the London skyline from the Royal Observatory in Greenwich. It can be seen with binoculars from over 60 miles away.

Judges' comments

- “Captures the competition brief really well, the Observatory being a ‘Place’ to look at ‘Space’.”
- “A wonderful compositional use of curves, circles and lines.”
- “It’s unusual to have a night-time image, and one that evokes space so well. Also, one which taught me something about London I didn’t know – the Meridian laser.”
- “The choice of subject matter builds on the current lively interest in astronomy.”

Artist's background

Eleanor Taylor works as an illustrator from her home in Brighton, East Sussex. She graduated from the Royal College of Art in 2011 and in 2012 was shortlisted for the Jerwood Drawing Prize. Eleanor has worked for many different clients including The New York Times, Guardian, and the Wall Street Journal. She recently illustrated David Almond’s latest book *Half a Creature from the Sea* which was published by Walker Books in 2014. Eleanor is represented by Heart Agency. www.eleanortaylor.co.uk

Silver prize

Artist: Carly Allen-Fletcher

Illustration: Compound City

Medium: mixed media, digital

Artist's summary

Compound City, a place made of many different parts. Busy streets and quiet spaces, warm sunsets and cold skyscrapers.

Judges' comments

- “Dynamic, graphic approach to showing the different elements of the city.”
- “Rich and evocative use of colour, capturing warm light on the Thames and the cooler shadows of buildings.”
- “An intriguing use of shapes to convey these London spaces.”

Artist's background

Carly Allen-Fletcher is a freelance illustrator living and working in the Midlands. She studied Illustration at Loughborough University. Her work explores the combination of digital painting and traditional media, creating images by layering graphic shapes with painted textures and handmade elements. She is inspired by nature and geometric forms. www.carlydraws.com

Bronze prize

Artist: Eliza Southwood

Illustration: Parkour at the South Bank

Medium: digital based on an original pencil drawing

Artist's summary

Inspired by the parkour kids who use the wonderful Brutalist backdrop of the South Bank as their stamping ground.

Judges' comments

- "Great to see the urban realism in this image."
- "Parkour is a strong contemporary theme to bring to the competition – it reflects how people use London places and spaces."
- "The South Bank buildings are rendered really well, with great texture, and the figures are full of movement."

Artist's background

Eliza Southwood practiced as an architect for ten years before deciding to take up a career as an artist and illustrator full-time in 2011. She specialises in making screen prints of cyclists but also enjoys drawing the built environment and is a big fan of Brutalist buildings like the South Bank complex. Clients include Rapha, Laurence King Publishing, Magma, the V&A Museum, Brompton Bicycles, Boneshaker magazine, Cycling Active magazine, Sustrans, London Cycling Campaign, and the Orbital Bike Festival. She has also undertaken several artwork commissions for private clients. www.elizasouthwood.com

Sam Mullins, Director for London Transport Museum, said: "Our

latest exhibition treats visitors to one hundred snapshots of London life. These wonderful illustrations capture the many different aspects of our vibrant city.

“I congratulate the three winners wholeheartedly and urge people to come and experience all the artworks on display at London Transport Museum from today”.

“The *London Places and Spaces* exhibition continues Transport for London’s legacy of graphic communication that dates back over one hundred years. The Museum’s collection of graphic art is one of the best in the world and includes over 5000 posters by famous artists including Man Ray, Paul Nash and Edward McKnight Kauffer”.

Derek Brazell, Chair of judging panel, said: “*London Places and Spaces* is another strong year for the LTM/AOI partnership competition, with a fantastic number of entries and a resulting exhibition which captures the multi-faceted aspect of our capital city alongside the modes of transport residents and visitors use to move around London.”

The panel of judges whittled down the entries to the 100 to be hung in the London Transport Museum gallery, with plenty of discussion on the merits of each image, while being conscious that they wanted to ensure a lively and varied display of work for the show.

To select the final winners, the judges visited the exhibition to absorb the impact of seeing the works physically displayed, and then made the (difficult) choice of which illustrations should be crowned the winners.

The AOI are delighted to be involved in this partnership with London Transport Museum, and believe the Museum is the perfect venue to showcase the illustrations for *London Places and Spaces*.”

The winners were announced at an award ceremony at London

Transport Museum on the evening of Wednesday 13 May. The winning entry will appear on London Underground as a poster.

The *London Places and Spaces* exhibition is displayed in the Exterior Media gallery at London Transport Museum, Covent Garden Piazza, London, WC2E 7BB and admission is included in the entry ticket to the main Museum galleries.

Tickets cost adults £16.00 (£13.50 concessions) and allow unlimited admission to all Museum galleries and temporary exhibitions for a whole year. Children and young people aged 17 and under enter free of charge. AOI members get a 2for1 on entry. For further information visit www.ltmuseum.co.uk or call 020 7565 7298.

Ends

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Editors Notes:

The Prize for Illustration 2015: Places and Spaces judging panel

Derek Brazell, Project Manager, Association of Illustrators, Panel Chair
Lucy Dalzell, Illustrator

Brian Grimwood, Managing Director, Central Illustration Agency

Chris MacLeod, Marketing Director, Transport for London

Steve Pill, Editor, Artists & Illustrators

Matthew Shearer, Project Manager for Prize for Illustration, Association of Illustrators, Panel Chair

Mark Sinclair, Deputy Editor, Creative Review

Sarah Thomson, Head of Art Production, Fallon London

Natasha Tomalin, Art Director, Stylist

Michael Walton, Head of Trading, London Transport Museum

Brian Webb, Director, Webb and Webb Design

About London Transport Museum

London Transport Museum is situated in the heart of Covent Garden and filled with stunning exhibits; the Museum explores the powerful link between transport and the growth of modern London, culture and society since 1800. Historic vehicles, world-famous posters and the very best objects from the Museum's extraordinary collection are brought together to tell the story of London's

development and the part transport played in defining the unique identity of the city.

- The Museum is an educational and heritage preservation charity. Its purpose is to conserve and explain the history of London's transport, to offer people an understanding of the Capital's past development and to engage them in the debate about its future. The Museum's charity number is 1123122.
- www.ltmuseum.co.uk

About the Association of Illustrators (AOI)

- The Association of Illustrators (AOI) is a non-profit trade association established in 1973, with members consisting primarily of freelance illustrators as well as agents, clients, students and colleges. As the only body to represent illustrators and campaign for their rights in the UK, the AOI has successfully increased the standing of illustration as a profession and improved the commercial and ethical conditions of employment. The AOI provides an advisory service for its members. It publishes a quarterly magazine, 'Varoom' and produces an annual Illustration Award and touring exhibition, now in its 39th year, which celebrates the best in contemporary illustration.
- www.theaoi.com

About Londonist

- London Transport Museum's media partner for the Prize for Illustration 2015: London Spaces and Places exhibition is Londonist, a definitive guide to London and everything that happens in it. That means news, reviews and events, food and drink, culture, the history and future of the city www.londonist.com