

VAROOM!

VAROOM 27: Illustration Report

Illustration, Culture, Society – Autumn 2014

The Hermenauts Issue



Hermenauts seek to interpret, - as cover artist Takeru Toyokura says "I express the world between reality and non-reality", and this is *Varoom 27's* theme: how illustration is able to interpret text narratives, gender in images, the commissions received from clients, software glitches, Japanese comics and more.

Minna Alanko explores how illustrators add a narrative dimension to text through picture-making, as she visualizes the disappearance of *The Redheaded Man*, a story of the impossible by Daniil Kharms.

Japanese illustrator Seiichi Hayashi tells *Varoom* that he's "interested in the limits of each medium" and "where those limits touch one another", as he discusses the style, process and exploration within his comics.

Over the last decade 'Glitch' culture has emerged in art and music as creatives explore the possibilities of interpreting and harnessing error in digital tools. By analysing his own creative experimentation, Thomas Barwick demystifies the 'magic' of software to help us rethink materials and forge a creative discipline of error.

Illustration agents, The Bright Agency and Outline Artists examine the subtle play of interpretation that happens between a brief and a successful creative execution.

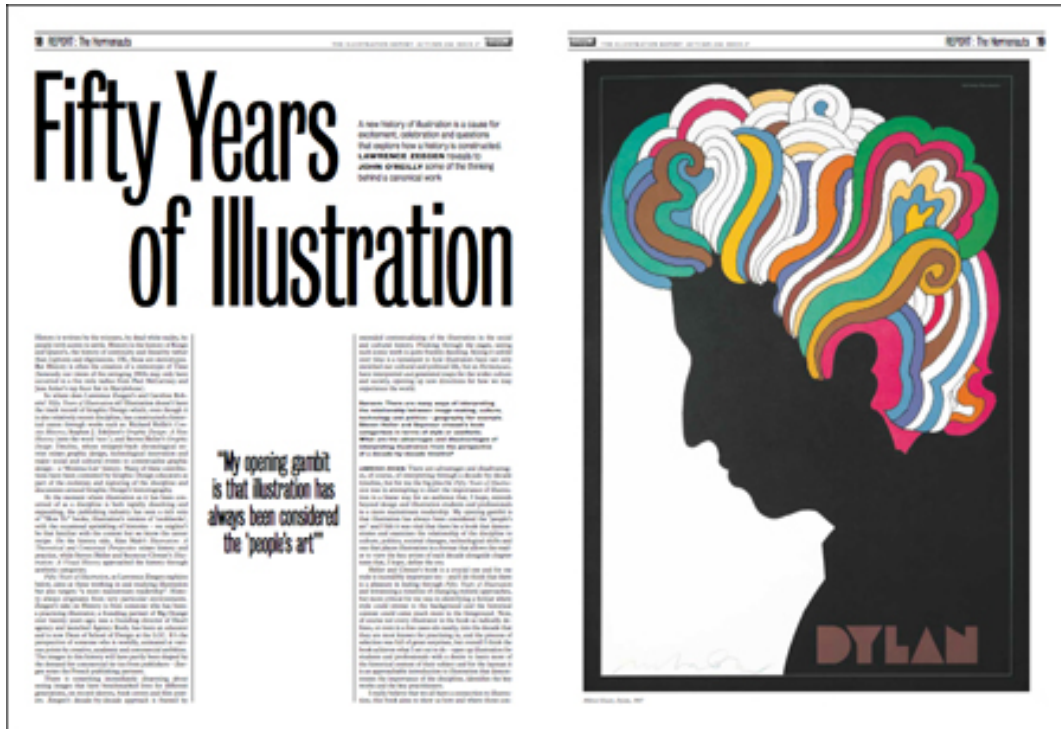
Regular contributor Marian Bantjes delivers a uniquely crafted double-page image, featuring an intriguing head-scratcher of red letters and holographic stickers. Columnist Paul Davis expounds on modern life's endless circus of perpetual interpretation, the Interpre-petual - from the art of the Resurrection to Duvet ads.

This issue also features great artwork displayed in a round up of 2014 Awards images - from the *AOI Illustration Awards* to the *British Animation Awards*.

Also in Varoom 27

The Hermenauts: Fifty Years of Illustration

A new history of illustration is a cause for excitement, celebration and for questions that explore how a history is constructed. Author, Lawrence Zeegan, reveals to John O'Reilly some of the thinking behind this work.



Awards

Presenting the full AOI Illustration Awards Shortlist, as well as articles showcasing the winning projects alongside insights from their creators. Highlights of the V&A Illustration Awards, the Design Museum Award and the British Animation Award are also featured.



Girls Go First?

Designer and illustrator Chris Campe unpacks the nuances of how the appearance and actions of men and women in images are negotiated by illustrator and client, in this extract from her extended paper for the recent VaroomLab illustration research symposium,



NOTES TO EDITORS

Please reference *Varoom 27* if you mention any of the content in press or blogs. Thank you.
varoom-mag.com

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Association of Illustrators

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.

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