

# Varoom 37 - the Love issue

February 2018



The “Love” issue of Varoom explores the communication, commerce and creativity of love: from brands reconstructing the visual languages of love to connect with new markets beyond heterosexual norms, to the politics of sexuality, to the love of creativity expressed by illustrators in the act of image-making.

From Smirnoff vodka’s ‘Choose Love’ bottles celebrating Pride, to the explicit but empathetic sex clubs drawings that **Felix Scheinberger** sketches in Berlin, to the bespoke Valentines created for her commissioners by designer **Marian Bantjes**.

**Olimpia Zagnoli** is this issue’s cover artist, and our profile, *The Sensation of Reading*, explores The Folio Society’s love of producing strikingly illustrated books. We talk to the publisher, illustrators and designers who bring a new approach to classic texts.

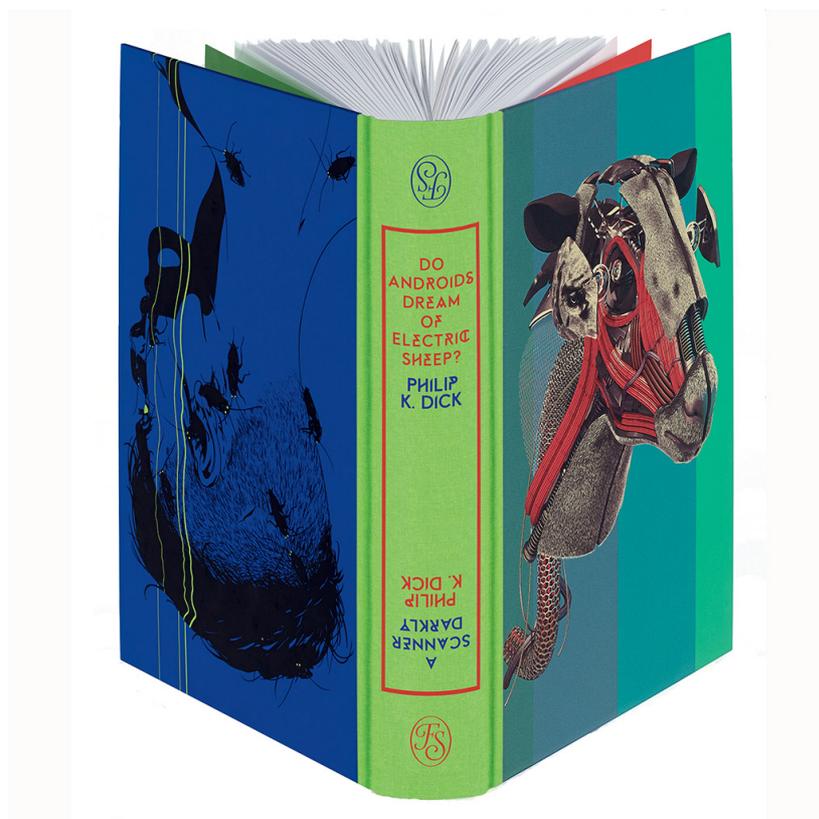
Obsession and love makes us do extraordinary things. In *Beauty School Gave Me Brain Damage* we explore the work of **Seth Bogart**: an explosively messy confection of punk, Pee-Wee Herman and products – anyone for ‘Manty Hose’?

Our relationship with the images we fall in love with are truly, madly, deeply complicated. So we asked six industry professionals to write a love letter to an image-maker and image they fell in love with...

You’ll have recently seen the intriguing images of couples by **Floc’h** advertising wine maker Château Angéhus, and we uncover the Millet painting the series of adverts is based on and why they were commissioned.

The regular *Innovators* section focuses on notable commercial work and personal projects selected by *Varoom*’s industry insiders, including **David Roberts**’ fashion detailed children’s book, **Tobias Hall**’s Warburtons campaign and **Samuel Wingate**’s *Grindr Project*.

**Profile: The Sensation of Reading - The Folio Society:** Phillip K. Dick's two novels, *Do Androids Dream of Electric Sheep?* and *A Scanner Darkly*, included in one volume demonstrating Folio's advanced illustrative approach



**Love Letters:** Industry professionals write to their favourite image-maker. Renee Lam, Art Director at 72 and Sunny, chooses Henn Kim (below).



**The Client, the Commission, the Creative:** Château Angéus wine-maker and one of France's most celebrated illustrators have worked together to deliver a series of adverts celebrating love through a set of charming, quirky and classically beautiful illustrations



#### NOTES TO EDITORS

*Please reference Varoom 37 Love if you mention any of the content in press or blogs. Thank you. [theaoi.com/varoom](http://theaoi.com/varoom)*

#### **Varoom – Love**

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***Association of Illustrators***

The AOI is the UK's leading illustration body, promoting, empowering and advancing illustrators and the illustration industry.

As a not for profit membership body we actively support illustrators. We provide members with bespoke business advice through our dedicated email and phone line as well as offering a website bursting with information and a range of publications.

Our public programme comprises awards and exhibitions such as the globally recognized World Illustration Awards, and a growing range of professionally enlightening talks and social events.

Through our campaigning work the AOI has successfully increased the standing of illustration as a profession and improved the commercial and ethical conditions of employment for illustrators.

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