



Press release: for immediate release

Prize money announced for the Overall Winners of the World Illustration Awards 2018, courtesy of rOtring

18 January 2018

The Association of Illustrators, in partnership with Directory of Illustration, is delighted to announce that for the first time significant cash prizes will be awarded to the Overall Winners of the World Illustration Awards 2018, courtesy of rOtring.

rOtring has been developing a wide range of tools that help bring creativity to life since 1928.

The New Talent Overall Winner will receive £1,000 and £2,000 will be awarded to the Professional Overall Winner. The World Illustration Awards are the most prestigious juried illustration awards globally; winning the overall award is one of the industry's highest accolades.

A panel of 24 international jurors review all the entries into the Awards to select a shortlist of 200. From the shortlist, 16 Category Winners are chosen, from which the two Overall Winners are selected by the entire panel.

The Overall Winners will be announced at a Private View and Awards Ceremony event at Somerset House in June 2018 in London.

More information on the jury and how to enter can be found on the AOI's website:

theaoi.com/world-illustration-awards/

Ends

Notes to the editor

For **more information** please contact:

Sabine Reimer, Awards Manager at The AOI

awards@theaoi.com +44 20 7759 1012

www.theaoi.com/world-illustration-awards

The **World Illustration Awards** continue the AOI's tradition of delivering an annual illustration survey show which has run in various guises for over 40 years. The World Illustration Awards are delivered by the AOI in partnership with the Directory of Illustration and with the support of our partners..

The **Association of Illustrators (AOI)** is the UK's leading illustration body supporting and sustaining illustrators and the illustration industry. Established in 1973 the AOI offers members professional advice, online resources and a growing programme of events. The AOI has

successfully to increase the standing of illustration as a profession and improve commercial and ethical conditions. With a membership that includes freelance illustrators, agents, students and colleges the AOI continues to support and educate future generations at every stage of their career.

www.theaoi.com

The Directory of Illustration is widely regarded as the world's leading marketing program for illustrators. Their website and print resources are relied on by thousands of qualified art buyers when they need to commission illustration.

www.directoryofillustration.com

rOtring was born in 1928, in the era of the influential Bauhaus design school in Germany. This modernist 'Art into Industry' philosophy still inspires rOtring's unique approach to industrial design. rOtring tools are designed to enable people to think and create whenever inspiration takes them.

The World Illustration Awards 2018 are **supported** by:

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