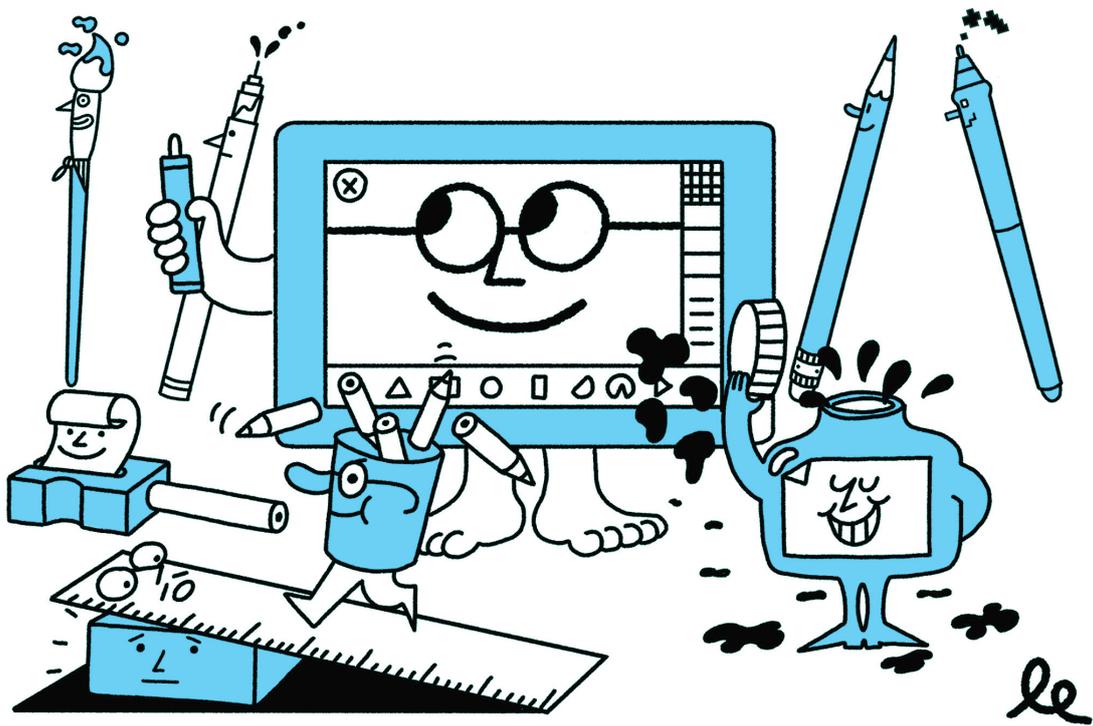




ASSOCIATION of ILLUSTRATORS



CHAIRMAN'S SUMMARY

The financial year 2016 - 2017 (which for the AOI runs from October - September) was a pivotal one. I was delighted to join as Chairman in October, following Andrew Coningsby's tenure. I would like to thank Andrew for his considerable efforts as Chairman of The AOI.

During the year membership grew by 10% taking us to just over 2,000. Our reach expanded both virtually, with more than 18,000 engaging on social media, and physically as the team met hundreds of members at events up and down the country.

Our awards programme developed apace with increased entries and strong, elegant and well received exhibitions. Varoom relaunched reverting to its previous magazine format. Under John O' Reilly's editorship the magazine successfully evolved in its tone and content and has seen its distribution grow globally.

In the background we took time to secure the AOI's infrastructure - not only financially but also practically - renegotiating our tenancy with Somerset House, investing in secure digital backups and much needed computers. Work also went on in the background for a new website which launched at the start of the 2017/2018 financial year.

It is testament to the commitment and energy of the staff that this was successfully developed alongside a burgeoning events programme, growing awards programme, relaunched magazine and increased calls on the member helpline. I sincerely thank all the staff of the AOI for their tireless work for the membership under Ren Renwick's leadership.



A handwritten signature in black ink that reads "D. S. Gilbert".

David Gilbert
Chairman

MEMBERSHIP

Membership reached 2000 in 2017, and **THE YEAR ENDED WITH A 10% GROWTH IN MEMBERS** - from 37 countries worldwide.

THE HELPLINE RESPONDED TO 4,000+ PRICING, contract and professional enquires many of which are increasingly complex.

The new website, developed through this financial year and launched in October 2017 saw the AOI refreshing online resources and developing an events and news page to further promote illustration and the work of members.

SOCIAL MEDIA GREW BY 20,000 TO A REACH OF 89,000+ over the year with members engaging via Twitter, Instagram and Facebook.

PORTFOLIO CONSULTATIONS

We explored new ways of delivering portfolio consultations, including in online groups and in commissioner group consultations with Nobrow and Okido.

154 INDIVIDUAL PORTFOLIO CONSULTATIONS WERE GIVEN, and **37 MEMBERS PARTICIPATED IN GROUP CONSULTATIONS.**



“The AOI is a tremendously powerful guild of artists offering up a wide variety of tools and tips for continued success within the illustration industry.” *Tony, Member*

EVENTS

2016 saw the re-ignition of AOI events held across the country and overseas with events in locations including London, **BRISTOL, LEEDS, MANCHESTER, HARTLEPOOL, BOLOGNA, STRASBOURG AND SEOUL**. These were universally successful with nearly every event selling out.

The events included:

DOODLE JAM. We held three free parties at the Doodle Bar in London Bridge. Live music, with highlights including McBaise, Owen and the Eyeballs and Pete Fowler were the backdrop to doodling on the walls, networking conversation and partying.

Illustration by Marianna Madriz



AOI DISCUSSES. These panel discussions saw an AOI interviewer talk to three mid career illustrators. Themes included 'Making More Money', 'Creating your Own Success' and 'Self Promotion' in London, Bristol, Leeds and Dublin.

MASTERCLASSES. In partnership with Howard Kennedy LLP we presented a contracts masterclass which was attended by illustrators, publishers and agents. We also presented mini masterclasses, covering a range of professional practise, at partnership events.

COLLEGE TALKS. Sessions were delivered to 15 colleges, from Plymouth to Dundee, providing vital business education to emerging illustrators.

TALKS. We were delighted to work with Eye Magazine to deliver a talk around reportage at University Arts London with Olivia Ahmed, Olivier Kugler and Lucinda Rogers.

London's Victoria and Albert Museum offered an exclusive tour of the illustration library to AOI members.

A partnership with Cass Art, saw a watercolour exhibition of members work showcased in their flagship store in Islington, London. This was complemented by a talk led by Member Anna Steinberg.

AOI Patron and industry great Brian Grimwood shared his experiences and current work in a popular talk held in conversation with Arrest All Mimics' Ben Tallon in London.

CONFERENCES AND FAIRS. We collaborated with Picture Hooks to deliver a day long conference on Children's books in Manchester. We worked with London Book Fair to present an illustrators gallery, and delivered two successful panel discussions. We gave talks at Bologna Book Fair in partnership with European Illustrators Forum.



Illustration by Marianna Madriz

PARTNERSHIPS

We worked in partnership with to develop events and to present sessions at partners events. These included; Eye Magazine, V&A, Picture Hooks, Cass Art, D&AD, New Designers, Offset, Elcaf, London Book Fair, Seoul Illustration Fair and London Illustration Fair.

“Thanks once again for helping us members get such great opportunities!” *Jean, member*

CAMPAIGNING

Campaigning remains **AN INTEGRAL PART OF THE WORK OF THE AOI AT BOTH AN INDUSTRY AND LEGISLATIVE LEVEL**. By nature it is slow moving and often invisible, however this year we saw tangible improvements in publishing contracts, and engagement at a Lords level around creator rights.

We continue to work in Partnership with British Copyright Council, DACS, and the Creative Rights Alliance and in these partnerships have been **SUPPORTING CREATOR RIGHTS** in relation to Brexit, the governments Industrial Strategy and the Copyright Licensing Agency’s application to run an Extended Collective Licence.



Outside of the UK the AOI is a founding member of the European Illustrators Forum (EIF). Forum members were invited, and funded, to share learnings in Oslo as part of the 2017 Sharing Possibilities conference where the AOI was presented as a best practise case study for its work with membership.

WORLD ILLUSTRATION AWARDS

The 2017 World Illustration Awards, delivered in partnership with US based Directory of Illustration, saw the largest ever number of entries - **OVER 2,300 FROM 64 COUNTRIES.**

The exhibition of shortlisted and winning work was presented at Somerset House in August 2017 and then continued its tour of the UK. The exhibition was enjoyed by 10,000 visitors in London, and (est) 30,000+ across the UK. The industry catalogue was larger than before, showing the full 200 shortlist, a significant development to previous years and was sent to over 1,500 commissioners.



Above, illustration by Steven Choi

Left, WIA Winner Marco Palena

We were delighted to present four children's workshops in partnership with Walker books during the exhibition which were well received, and inspired and engaged the next generation of illustrators.

The programme welcomed **NEW SPONSORS INCLUDING NOBROW, WALKER BOOKS, AFFINITY DESIGNER, LONDON BOOK FAIR, THE DOTS AND COMPUTER ARTS.**



Photo of award evening by Dan Weill

The 2016 World Illustration Awards (on tour through 2017) completed its tour of the UK, with venues including Aberystwyth Arts Centre, Roe Valley Arts and Cultural Centre and UWTSD Swansea College of Art and also went to Seoul Illustration Fair in July 2017. This fair, visited by over 64,000 people presented a series of talks alongside the exhibition, and has invited the Award back in 2018.

“It’s been a huge boost to my confidence personally and professionally. It’s also encouraged me to embrace new techniques and challenges in my own work.” *Claudine, member*

PRIZE FOR ILLUSTRATION

The 2017 Prize for Illustration saw 1990+ entrants respond to the theme of 'Sounds of the City'. This successful award is presented by London Transport Museum in partnership with The AOI.

An exhibition of 100 shortlisted works was exhibited from 19 May - 3 September at London Transport Museum. As well as the popular awards evening there was a programme of Friday Lates, children's workshops and an industry focussed talk which further explored the theme and artform.



Illustration by (top), Eliza Southwood, (above, left to right) Paul Garland, Julia Allum, Chiara Ghigliazza

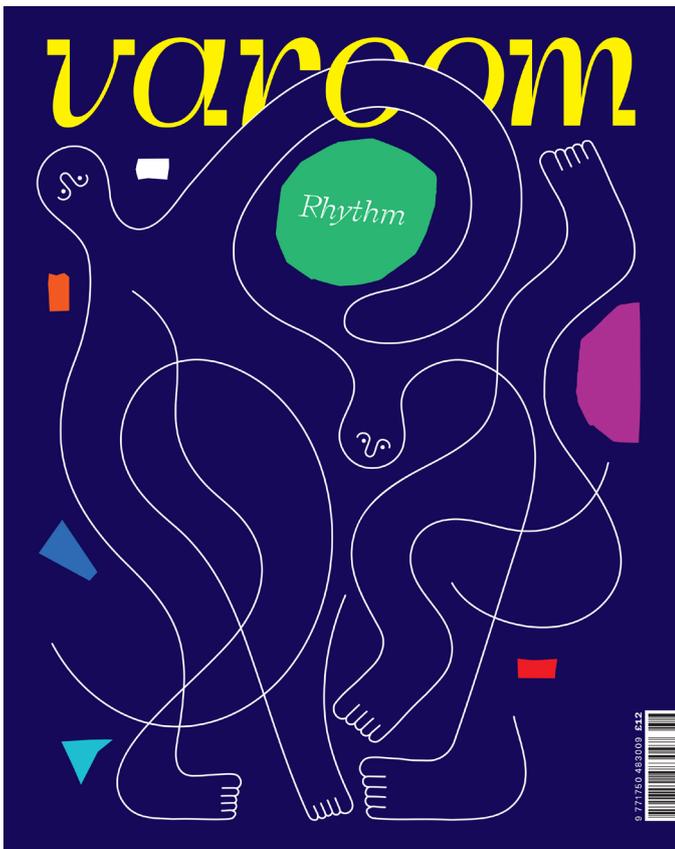
"May I congratulate and thank you... for putting in so much effort into producing such a nice thoughtful and well hung show for 'Sounds in the City'." Dan, Member

VAROOM

Varoom relaunched in a magazine format for its 35th edition. Designers James Lunn and Joe Hales joined the Varoom team and evolved an engaging, visually rich design. John O' Reilly's editorship saw the successful delivery of two editions with the theme of Storytelling and Rhythm.

The editorial board for the year was Martin Colyer, Darryl Clifton, Jon Cockley, Laurence King, Ren Renwick, Tom Robinson, Anna Steinberg and Zoë Taylor.

"I absolutely LOVE the new Varoom magazine and find it so 'readable', approachable, engaging, VERY relevant and visually stunning." *Jessica, Member*



Illustrations by (left) Jonathan Calugi, (right) Jack Sachs

PUBLICATIONS

The Guide to Law continues to be well received with 300 copies selling in 2016/17. The Directories remain a unique offer within the industry with detailed of UK commissioners all of whom have been contacted personally. 367 copies of the Directories were sold.

STAFF

Ren Renwick *Managing Director*

Rasheed Musa *Finance Director*

Lou Bones *Membership Manager*

Derek Brazell *Projects Manager*

Sabine Reimer *Awards Manager*

Marianna Madriz *Membership Assistant*

Daisy McMullan *Awards Assistant*

AOI DIRECTORS

David Gilbert (*appointed 24 October 2017*)

Roderick Mills

Vicki Willden-Lebrecht

Sam Arthur

Darryl Clifton

Silvia Baumgart (*appointed 21 Sept 2017*)

Andrew Coningsby (*resigned 24 October 2016*)

Tim Ellis (*resigned 13 October 2016*)

Jacqueline Bisset (*Resigned 28 March 2017*)

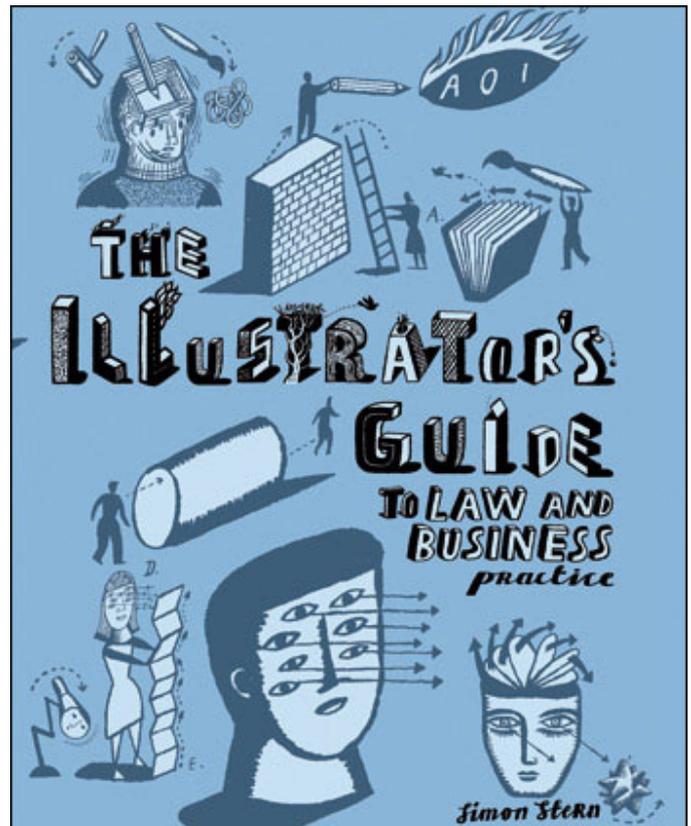


Illustration by Russell Cobb

The AOI

Somerset House, Strand, London WC2R 3LA

info@theaoi.com

www.theaoi.com

social media: [@theaoi](https://www.instagram.com/theaoi)