

The Association of Illustrators presents the World Illustration Awards Shortlist and Exhibition at Somerset House this summer



images from top left by Paul Blow, Magoz, Sujo

WORLD ILLUSTRATION AWARDS 2018 EXHIBITION

7 – 20 June 2018

Embankment Galleries, Somerset House

Free Admission

The Association of Illustrators (The AOI), in partnership with the Directory of Illustration, is delighted to release this year's shortlist and announce the return of the World Illustration Awards Exhibition to Somerset House this summer.

The shortlist has been drawn from a record of 3,300 entries from 75 countries, with the 2018 Awards attracting over 1,000 more entries than in 2017. The new Experimental category was particularly thought-provoking with judge Rob Alderson, Editor-in-Chief at Wetransfer, noting "this category was thrilling for the weird and wonderful breadth we saw. It's exciting, and quite reassuring, to see how illustrators around the world are pushing the boundaries of what their work could and should be."

Sabine Reimer, Awards Manager at the AOI notes "the quality of this year's entrants is outstanding. The judges – industry leaders from across the world – had a tough job selecting the 200-strong shortlist."

This year's shortlist is notable for pushing the boundaries of illustration, including virtual reality, participatory elements, and influences of craft such as ceramics and papercuts. Ester Goh's site-specific work for Singapore airport consists of nine coin-operated animated exhibit windows that draw parallels between the free-spirited nature of birds and travellers with a passion for exploration. A virtual-reality setup created by Malaysian artist Book of Lai is a 360 degree interactive illustration, allowing users to explore the virtual space with fun and curiosity, while Irma Gruenholz's hand-painted ceramic sculptures convey their stories through unconventional media and only reveal this at a second glance.

The full shortlist can be viewed at theaoi.com/wia

The exhibition, held in Somerset House's Embankment Galleries, is the largest World Illustration Awards show to date, showcasing the full shortlist of 200 works. It explores what illustration

means today, how it shapes our world and understanding and how the art form itself is changing. At once global and personal, visitors can expect to be inspired by this diverse, engaging exhibition. This annual survey of the best illustration globally will explore where illustration is now, where it is heading in the future, and showcase the legends of the industry who continue to inspire new generations of artists.

The exhibition is designed by Uniform, a leading creative agency working in Liverpool and London. Ali Vermilio, Creative Director London, says “it’s an inspiring task to present such a diverse and engaging exhibition.”

Category and Overall winners will be announced at an awards ceremony held at Somerset House in June. For the first time, Overall winners will be awarded generous cash prizes, courtesy of rOtring.

A programme of talks and events will sit alongside the exhibition, engaging families, illustrators and those looking to start careers in the industry.

The World Illustration Awards 2018 Exhibition will tour the UK throughout the year.

More information on www.theaoi.com

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Notes to the editor:

Listings information

Dates: 7 – 20 June 2017

Opening Hours: Saturday-Tuesday: 10am-6pm; Wednesday-Friday: 11am-8pm

Admission: Free

Address: Embankment Galleries, South Wing, Somerset House, London WC2R 1LA

Transport: Underground: Temple, Embankment; National Rail: Charing Cross, Waterloo

Somerset House Facebook: www.facebook.com/SomersetHouse

Somerset House Instagram: @SomersetHouse

Somerset House Twitter: @SomersetHouse

The AOI Facebook: www.facebook.com/theaoi

The AOI Twitter: @theaoi

The AOI Instagram: @theaoi

The Directory of Illustration Facebook: <https://www.facebook.com/DirIllustration>

The Directory of Illustration Twitter: @DirIllustration

Exhibition Hashtag: #WIA2018

Somerset House Public Enquiries: 020 7845 4600

About Somerset House

Inspiring contemporary culture

A unique part of the London cultural scene, Somerset House is an historic building where surprising and original work comes to life. From its 18th-century origins, Somerset House has been a centre for debate and discussion – an intellectual powerhouse for the nation. Somerset House is today a key cultural destination in London in which to experience a broad range of artistic activity, engage with artists, designers and makers and be a part of a major creative

forum – an environment that is relaxed, welcoming, and inspirational to visit while providing a stimulating workplace for the cultural and creative industries.

Since its opening in 2000, Somerset House has built up a distinctive outdoor public programme including Skate, concerts, an open-air film season and a diverse range of temporary exhibitions throughout the site focusing on contemporary culture, with an extensive learning programme attached. In October

2016, Somerset House launched Somerset House Studios, a new experimental workspace connecting artists, makers and thinkers with audiences. The Studios provide a platform for new creative projects and collaboration, promoting work that pushes bold ideas, engages with urgent issues and pioneers new technologies. Somerset House is also one of the biggest community of creative organisations in London including The Courtauld Gallery and Institute of Art, King's College London Cultural Institute and over 100 other creative businesses. It currently attracts approximately 3.4 million visitors every year. www.somersethouse.org.uk

The World Illustration Awards

The WIA are presented by The Association of Illustrators in partnership with the Directory of Illustration (USA) with Somerset House as the exhibition partner. There are eight award categories including Advertising, sponsored by Procreate; Books, category sponsored by NoBrow; Children's Books, category sponsored by Walker Books; and Editorial, category sponsored by Eye magazine. Each category has a new talent and professional winner, with two overall winners announced on the awards night in June. The two overall winners will be awarded cash prizes, courtesy of rOtring. The AOI has been holding an annual illustration competition for over 40 years.

The World Illustration Awards 2018 are supported by:

Exhibition design by [Uniform](#)

Overall Winner Prizes courtesy of [rOtring](#)

Advertising Category sponsor: [Procreate](#)

Children's Book Category sponsor: [Walker Books](#)

Books Category sponsor: [No Brow Press](#)

Editorial Category Sponsor: [Eye Magazine](#)

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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