



The AOI takes World Illustration Awards and Jack Sachs to Korea with vibrant programme of events



The AOI is delighted to be returning to Seoul, Korea with a dynamic, inspiring programme of events. With Korean illustrators acknowledged as some of the best in the world, the AOI looks forward to sharing ideas, business practise and routes to the future.

The AOI is teaming up with the wonderful people at [Seoul Illustration Fair](#), [Off to Alone](#), [B-Platform](#) and [Art Force](#) to present an inspiring programme of events including the World Illustrations Awards Exhibition, Jack Sachs Illustrator Talk and workshop, AOI Business Masterclass and Portfolio Consultations.

Returning for the second year to the [Seoul Illustration Fair](#), the AOI is delighted to present the [2017 World Illustration Awards](#) in the final stop on its year long tour. Seoul Illustration Fair is the largest illustration gathering in the world with over 64,000 visitors.

The Awards attract an increasing number of Korean illustrators, and in 2016 both overall winners were Korean. As Sabine Reimer, Awards Manager notes *“the Korean aesthetic is hugely inspiring, their industry while being so different to other illustration heavyweights is prolific and talented. We are delighted to be taking the Awards to such an engaged audience”*

The World Illustration Awards are presented by the AOI in partnership with The Directory of Illustration in the USA. It is generously supported by sponsors including Walker Books and NoBrow Press.

In partnership and with thanks to [Off to Alone](#) the AOI is delighted to present Illustrator / Animator extraordinaire, **Jack Sachs delivering a personal and insightful talk.**

Jack Sachs is an Animator / Illustrator working mainly with 3D software. He has been working in the industry since 2014 for clients such as The New Yorker, MTV, Nickelodeon, Spotify & Tate Britain. In 2013 Jack suffered a major injury, which forced him to adopt new techniques to continue as an artist.

“I’m super excited to be working with the AOI in Korea this summer across a bunch of fun events surrounding the [Seoul Illustration fair](#). I’ll have the opportunity to meet, in person, a lot of artists whose work I really admire. This is thanks to the AOI, who work hard to encourage an atmosphere of support, confidence in business and sharing in our industry so I’m really pleased to be a part of it!”

Talking place at [Art Force](#), Seoul, his talk will start right at the beginning and give an in depth overview of his creative and personal practice and how these influence each other. Jack is largely self-taught in animation and his talk will give the audience an insight into this and how it has affected his practice and route into the industry. The talk is mostly chronological, discussing the steps that he took from university to being a freelancer in his field.

Jack will then follow this with his awesome 100,000 workshop. The workshop aims to get you thinking about how to spark your ideas and redefine how you perceive line and shape as an illustrator. Participants will be asked to respond to a set of shapes and stimuli to create a new drawing or shape that they might not have considered before. This workshop will be a hands on, drop in event where people can spend as little or as long as they like making artwork but should leave with a fun new perspective on ideas and creation with over 100,000 variations possible. Jack will be participating and examples of his work will be present to help the attendees.

The **AOI Business Masterclass is presented by Lou Bones**, and covers all the essential areas for a successful career in illustration including pricing, licensing, self-promotion, understanding the commissioner’s journey, working internationally and as well as discussing the more difficult issues like dealing with copyright infringement and the ins and outs of client negotiation, contracts and industry standards. Find out more [here](#).

To round off the programme, the AOI will offer two two hour long **Portfolio Consultations** with Lou Bones and local leading illustration professionals. Sessions will provide guidance on self-promotion, working internationally, how to communicate your work in the best way and get the work you deserve.

The session is suitable for those entering the profession and established illustrators seeking advice on new potential markets.

For more information contact Lou Bones at info@theaoi.com 020 7759 1010

Notes to Editor

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 illustrators at every stage of their career.

www.theaoi.com

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World Illustration Awards at Seoul Illustration Fair

The World Illustration Awards are the most prestigious awards globally. Held annually they are presented by the AOI and The US based Directory of Illustration. In 2017 the awards received over 2,000 entries from 64 countries.

Listings details: [July 26 - 29 The Seoul Illustration Fair, COEX D Hall, Gangnam, Seoul](#)

AOI Business Masterclass

Join AOI's Lou Bones for this comprehensive mini masterclass covering all the essential areas for a successful career in illustration including pricing, licensing, self-promotion, understanding the commissioner's journey, working internationally and as well as discussing the more difficult issues like dealing with copyright infringement and the ins and outs of client negotiation, contracts and industry standards.

Drawing on real examples as well as sharing practical tips before opening up

the floor for the all-important Q & A! This masterclass is aimed at seasoned professionals and the up and coming alike.

Listings details and tickets:

[July 29 10am-12noon The Seoul Illustration Fair, COEX D Hall, Gangnam, Seoul](#)

[July 30 7-9pm B-Platform, Mapo-gu, Seoul](#)

[Aug 1 7-9pm Art Force, Gangnam, Seoul](#)

Jack Sachs talk

Jack is an Animator / Illustrator working mainly with 3D software.

His talk will give an in-depth overview of his creative and personal practice and who these influence Each other. Jack is largely self-taught in animation and his talk will give the audience an insight into this and how it has affected his practice and route into the industry. The talk is mostly chronological, discussing the steps that he took from university to being a freelancer in his field.

Listings details and tickets:

[July 27 10 am – 12noon, The Seoul Illustration Fair, COEX, D Hall, Gangnam, Seoul.](#)

[July 30 4 - 6pm B-Platform, Mapo-gu, Seoul](#)

[July 31 5 - 7pm Art Force, Gangnam, Seoul](#)

Jack Sachs 100,000 workshop

This workshop aims to get you thinking about how to spark your ideas and redefine how you perceive line and shape as an illustrator. Participants will be asked to respond to a set of shapes and stimuli to create a new drawing or shape that they might not have considered before. This workshop will be a hands on, drop in event where people can spend as little or as long as they like making artwork but you should leave with a fun new perspective on ideas and creation with over 100,000 variations possible. Jack will be participating and examples of his work will be present to help the attendees understand the way his mind works. The workshop is simple and light-hearted leaving attendees with drawings and ideas to take away and ponder.

While Jack will be running to workshop helping you explore new way of seeing, we want to make sure this is integrated into your own style, technique and way of working so please ensure you bring all the materials you usually work with: pens, pencil, paint etc. We will provide paper thank you.

Listings details and tickets:

[July 31 5 - 7pm Art Force, Gangnam, Seoul](#)

AOI portfolio Consultations

The essential service for those entering the profession and established illustrators seeking advice on new potential markets. Attendees of Seoul Illustration Fair can book into this 2 hour session with AOI's Lou Bones and one other of our awesome selection of illustration industry professionals who will provide guidance on self-promotion, working internationally, how to communicate your work in the best way to good clients and get the work you deserve. Established illustrators seeking to explore new avenues for their skills or fresh ways of working will also be catered for as well as and the pros and cons of getting an agent, as well as how to find the right agent for you.

Listings details and tickets:

[7/26 Seoul Illustration Fair / Lou Bones, Jack Sachs, Insu Lee + Minho Kwon](#)

[7/28 Seoul Illustration Fair / Lou Bones, Jack Sachs, Pooroni + Eunjo Lee](#)