



The AOI leads the European Illustrators Forum

The AOI has taken up the Presidency of the European Illustrators Forum, acting as the first organisational President since its inception.

The European Illustrators Forum (EIF) is a network of national associations of illustrators in European countries. It works to defend the rights of illustrators and promote illustration within Europe.

The AOI was instrumental in the establishment of the EIF and Derek Brazell has been an active board member for 13 years.

AOI CEO Ren Renwick says "*We are delighted to take on the responsibility of presidents of the EIF. It is a moment more important than ever to keep our conversations and outlook open, collaborative and positive*".

With 18 member associations the EIF speaks on behalf of over 12,000 illustrators. It launched the Price it Right campaign at the Bologna Book fair in 2018, a pan European campaign supporting illustrators and commissioners in their work.

The AOI presented as a 'best case study' at the EIF conference *Sharing Possibilities*, held in Oslo 2017. These conferences are a vital moment for associations to come together across Europe and share thoughts and practise to further enrich the industry.

Ren Renwick says "*We are excited to look at ways we can bring even more benefit to illustrators in these meetings and to work together across geographies for a stronger industry.*"

The EIF provides a platform for meetings and contacts between the main European professional associations of illustrators and image makers. It communicates the values of illustration and image making and furthers exchange of knowledge and critical debate between professional illustrators and their clients across Europe through conferences, exhibitions, research and education.

ENDS

Notes to Editors

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

Full details of the EIF can be found at <https://www.european-illustrators-forum.com/>

Price it Right is a pan European Campaign. Full details can be found at <https://theaoi.com/campaigning/price-it-right/>