

WIA

The World Illustration Awards 2019
Touring Exhibition
is now available to hire



Introduction

The World Illustration Awards (WIA) are presented annually by the AOI in partnership with the Directory of Illustration in USA to **support, promote and celebrate** contemporary illustration of the highest quality.

This year, the WIA Touring Exhibition features all Winning and Highly Commended projects by Professional and New Talent illustrators across eight categories: **Advertising, Books, Children's Books, Design, Editorial, Experimental, Research and Site Specific**, creating a vibrant and inspiring survey of the very best of global illustration in 2019.

The Awards are recognised as **the most prestigious** in the sector, attracting over 3,300 entries from 75 countries in 2018, and judged by leading commissioners and industry specialists.



Hiring the Exhibition

The World Illustration Awards 2019 exhibition is offered as a comprehensive package.

It includes a combination of mounted and framed artworks, enhanced by contextual materials, interpretation materials, marketing templates and publicity support from The AOI.

The exhibition can also be supplemented with digital materials including a slideshow of the full shortlist, and showreels of animated and moving image works.

The exhibition is suitable for a wide range of spaces. It is very flexible and it can be hung in a number of ways.

Partner venues are encouraged to curate the exhibition with their venue and target audience in mind.



Exhibition Content

Framed and Mounted Works

- The works in the show come either framed in high quality, glazed picture frames (including giclée and where possible original works), or as giclée prints mounted on foamex panels.
- All works are supplied ready to hang with standard fittings and instructions.
- Animation or moving image works are supplied as files for you to show should you wish. They are also supplied ready-to-show on a tablet if you do not have the facility to show them on screens.

Work in Context

- The WIA exhibition is enhanced through the addition of work in context including published books, packaging examples, sketches, interviews, films. The final selection is dependent upon the works shortlisted.
- Work in Context should be shown in secure cases or display tables. Published copies of books can be handled by visitors.

Interpretation and signage

- Introduction signage, labels and category winner interviews are supplied mounted on Foamex.
- Artwork for inspirational quotes is provided for you to cut from vinyl using a local supplier.





Exhibition Content (continued)

Marketing Materials

- AOI supplies a press release template, press kit, design guidelines, poster template, gallery cards, AOI information leaflets to assist you with marketing the exhibition before and during its run.

Feedback wall

- An interactive space for visitors to write or draw their feedback.
- We find it offers great, shareable social media content
- A creative way to report back to funders and stakeholders

AOI events and additional programming

- The AOI is happy to advise on programming as part of your exhibition or to devise a complete event including business masterclasses, networking or talks. Additional programming is priced separately to the exhibition, and is fully bespoke.



Audiences

Building on the success of previous years, we know the World Illustration Awards exhibition is suitable for a wide range of audiences including:

- Families and young people
- Professional illustrators, artists and designers
- School pupils
- Students at further and higher education institutions
- General art interested audiences

Visitor Experience

Feedback from visitors to the World Illustration Awards exhibition at Somerset House:

'What a wonderful collection of talent. Very inspirational and thought provoking.'

'The creativity on display is absolutely staggering.'

'What a fabulous show. Inspiring collection of diverse styles and materials.'

'Very interesting to see sketches, and also digital works as part of this show. Very enjoyable.'

'Hope it inspires all those like me, and younger, to pick up their pencils!'





Venue requirements

- Space for a minimum of 36 artworks (to showcase at least one artwork per featured project), requiring at least 40 linear metres of hanging space.
- Ideally, space for 'work in context', which can be shown in cases or cabinets, if available.
- The facility (at least one TV screen or tablet) to show animations.
- The venue (but not each room) should be invigilated during public opening hours
- The venue does not need to be climate-controlled.
- The venue should be well lit.
- Venues need to transport the exhibition from the preceding venue, and provide nail to nail insurance from the transportation of the work to the venue until it leaves for the next venue. The approximate total value of the exhibition is £15,000.
- Venues will need a technician to install and take down the exhibition.

Support

The AOI will support venues to exhibit the works to the highest possible standard and would like to work with you to develop a public programme such as artists talks or tours.

For example, the AOI can support local members and creatives to present on professional business practice and the work of the AOI.

The AOI will also promote your exhibition on its lively social media and popular online events listings page.





Catalogue & Merchandise

The WIA catalogue contains all 200 shortlisted projects and is available to purchase on the AOI website.

Each venue is sent:

- 2 copies of the catalogue for display (and to keep after the exhibition ends). Further copies for sale can be made available on a sale or return basis.
- 2 copies of the AOI's magazine Varoom for display (and to keep after the exhibition ends). Further copies for sale can be made available on a sale or return basis.
- A selection of postcards available for sale.
- Prints can be sold using a print on demand service via our partners Printspace. Works in the exhibition are not for sale.

All merchandise sales offer the venue a 20% commission on the recommended retail price.

Available dates

Please contact us with your requirements and preferred dates.

WIA2019 will begin touring in September 2019 through to June 2020.

All exhibition slots are usually six weeks long including install and take down time.

A week between each slot is reserved for transporting the artwork between venues.

If you would like to discuss a shorter or longer slot, please get in touch. The earlier you book, the more flexibility we can offer with dates.



“Illustration sets the imagination free.”

Sir John Hegarty, Chairman BBH & AOI Patron



About the World Illustration Awards

For over four decades, the AOI has presented the most comprehensive and significant awards for illustration in the UK, and now, since partnering up with the California-based Directory of Illustration, has expanded its reach even further to global significance.

About the Association of Illustrators

The AOI is the UK's leading illustration body, promoting, empowering and advancing illustrators and the illustration industry. As a not for profit membership body we actively support illustrators. We provide members with bespoke business advice through our dedicated email and phone line as well as offering a website bursting with information, portfolio surgeries and a range of publications. Our public programme comprises awards and exhibitions such as the globally recognized World Illustration Awards, and a growing range of professionally enlightening talks and social events. Through our campaigning work the AOI has successfully increased the standing of illustration as a profession and improved the commercial and ethical conditions of employment for illustrators.

Thank you for reading

To find out more, or to discuss hiring the exhibition please contact:

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