

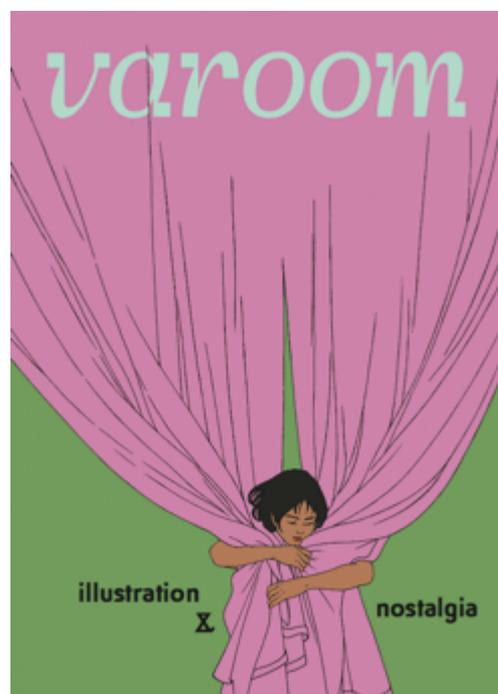
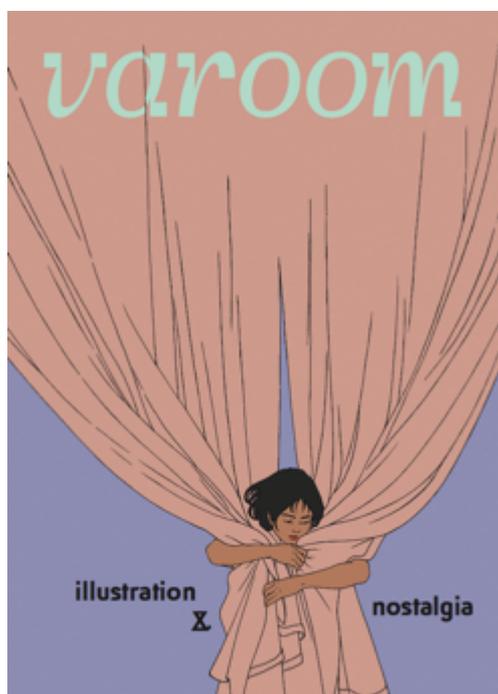
VAROOM

Issue 39 - *Nostalgia*

April 2019

The latest issue of the UK's essential illustration magazine looks at nostalgia and the impact the past has on illustration today. Is our love of images from the past holding us back, or can we use nostalgia to innovate?

With a cover in four colourways by Manshen Lo and a bold redesign by Fraser Muggerridge studio, the latest Varoom is the biggest issue yet.



Manshen Lo's evocative cover imagines nostalgia as a weighty comfort blanket that we can wrap around ourselves for warmth and security, but that can detach us from reality if we cling on too tightly – “for me, the concept of nostalgia relates to a soft and organic sensation; textured and weighty rather than silky or feathery” Manshen explains.

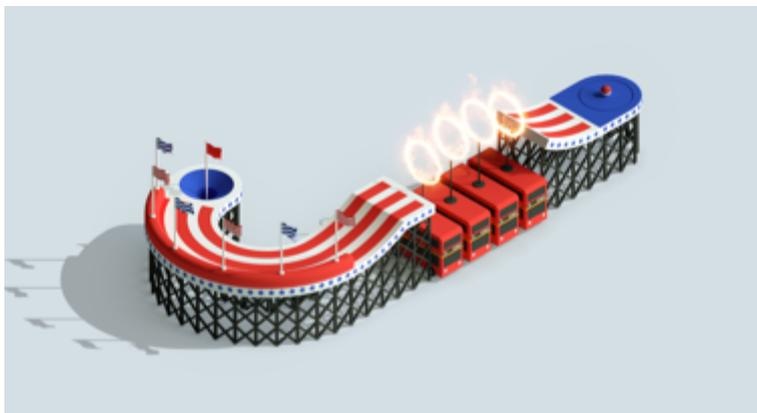
The featured articles look at innovative contemporary illustration that avoids idealising the past, but that uses historical references and memory as a jumping off point for original image-making.

Editor Olivia Ahmad says: “Pastiche of ‘retro’ design and re-appropriation of popular imagery from the past can be appealing, but are often ultimately empty. But what this issue shows is that by looking back with a knowing eye, illustrators are subverting conservative ideas of a rose-tinted yesteryear, creating fresh visual languages and making powerful comment on our present”.

Features include



Zoë Taylor on Rome-based illustrator Ignasi Monreal's digital paintings for fashion house Gucci that mix art historical and pop culture references to sublime effect



Sennepe creative director Matt Rice on the studio's addictive mobile game Alphaputt, a series of crazy golf courses that reference everything from ice cream parlours to Evel Knievel.



Clive Hicks-Jenkins on his nightmarish retellings of fairy tale Hansel & Gretel, that give the iconic story a contemporary twist.



Serena Katt on her forthcoming graphic novel *Sunday's Child* that investigates her grandfather's boyhood in Nazi education facilities.

NOTES TO EDITORS

Full details of issue contents are available at theaoi.com/varoom/varoom-blocks/latest-issue-2

Please reference *Varoom 39 Nostalgia* if you mention any of the content in press or blogs. Thank you. theaoi.com/varoom

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Varoom is published bi-annually by the Association of Illustrators, edited by Olivia Ahmad and art directed and designed by Fraser Muggeridge studio.

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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 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.

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