



PRESS RELEASE

World Illustration Awards 2020

Be ambitious, be seen, be celebrated

The World Illustration Awards open for entries in December 2019 until 18 February 2020.

Presented by the Association of Illustrators (AOI) in partnership with USA based Directory of Illustration, the Awards build on the AOI's 45-year tradition of competitions, and will be presented in a refreshed format for 2020. The Awards are open to professional and new talent illustrators living and working in any country.

"The Awards celebrate the global nature of illustration. They are an extraordinary moment to enjoy a bird's eye view of the most exciting work being made, to celebrate the illustrators behind the work, and to showcase the very best of the illustration industry." - Ren Renwick, CEO, The Association of Illustrators

New Categories

The World Illustration Awards 2020 will be judged across ten exciting, refreshed categories that represent the work being made in the industry today. New categories include Book Covers, Science and Technology, and Design, Product and Packaging.

Four Cross-Category Awards will be presented this year, including a new Innovation Award, recognising work that truly pushes the boundaries of the artform.

"This new award recognises that innovation comes from all areas of the industry, allowing truly ground-breaking work in any arena to be celebrated." - Elizabeth Owen, President, Serbin Creative.

Prizes

The WIA are recognised as the most prestigious illustration awards globally – but that doesn't mean there aren't great prizes as well. The Overall Winners will enjoy cash prizes totalling £3,000, sponsored by Winsor & Newton. Category Winners enjoy in-kind benefits, as well as the coveted WIA trophies.

All shortlisted entrants will be presented in a digital and print publication sent to commissioners worldwide and available for sale.

Shortlisted entries will also be presented in a new look exhibition, as part of the WIA Events Programme in October 2020.

WIA Events Programme and Awards Ceremony

New for 2020 the AOI will host a programme of talks and events alongside a new look showcase of all 200 shortlisted projects at one of London's most exciting new venues, Elephant West.

"We know that illustrators travel around the world to come to the awards- and we wanted to create a space for illustrators, agents and commissioners to meet, share ideas, approaches – to explore our industry in a relaxed, informal setting." - Ren Renwick, CEO The Association of Illustrators.

We are delighted to be working with our new partner Elephant West to present the exhibition and programme of professional development and social events.

Notes to Editors

How to enter

Applications can be made via the online form on the AOI website. More information and guidance can be found here: theaoi.com/world-illustration-awards

Contact information

For more information contact awards@theaoi.com or call +44 (0)20 7759 1012
Or visit our website: theaoi.com/world-illustration-awards

Social Media

Competition Hashtags: #WIA2020 and #WorldIllustrationAwards

The AOI Facebook: [/theaoi](https://www.facebook.com/theaoi)
The AOI Instagram: [@theaoi](https://www.instagram.com/theaoi)
The AOI Twitter: [@theaoi](https://twitter.com/theaoi)

The Directory of Illustration Facebook: [/DirIllustration](https://www.facebook.com/DirIllustration)
The Directory of Illustration Instagram: [@DirIllustration](https://www.instagram.com/DirIllustration)
The Directory of Illustration Twitter: [@DirIllustration](https://twitter.com/DirIllustration)

Sponsors

The World Illustration Awards 2020 are supported by:

Overall Winner sponsor: Winsor & Newton
Venue Partner: Elephant West
Children's Publishing Category sponsor: Walker Books
Commercial Publishing Category sponsor: NoBrow Press
Cross Category Award sponsor: Society of Artists Agents (SAA)
Supporters: Workbook, London Book Fair, Creative Hub, The Bookseller
Media Partners: Computer Arts, The Dots, Varoom

About The World Illustration Awards

The WIA have been presented by The Association of Illustrators in partnership with the *Directory of Illustration* (USA) since 2015. There are ten award categories, which will be judged by an independent global jury, including Advertising, Editorial, Children's Publishing, and Design, Product & Packaging. There are new categories, including Book Covers and Science & Technology in 2020. The call for entries runs from December 2019 until 18 February 2020.

The AOI will announce a longlist in Spring 2020, and a shortlist in Summer 2020. Each category has a New Talent and Professional winner, with 20 Category Winners and two Overall Winners announced at the Awards Ceremony in October 2020.

Four Cross-Category Awards, such as the SAA Award for an unrepresented Student, The Directory of Illustration (DI) Award for a professional artist and the AOI Award for the best member entry will also be announced then. There is a new Innovation Award in 2020 celebrating the most ambitious, experimental work. The two Overall Winners will be awarded cash prizes.

There will be a new programme of talks and events alongside a showcase of all 200 shortlisted projects at Elephant West in October 2020. This will include masterclasses and panel discussions as well as social events to allow illustrators, agents and commissioners from around the world to meet, explore and celebrate.

The AOI has held an annual illustration competition for over 45 years.

The Association of Illustrators

The Association of Illustrators (AOI) is the world's leading illustration body supporting and sustaining illustrators and the illustration industry. Established in 1973 the AOI offers members from around the world professional support, online resources as well as holding meet ups, webinars and events throughout the UK. The AOI has successfully campaigned 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.

The Directory of Illustration

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.

Elephant West

The place to see what's new and what's next—Elephant West is a repurposed petrol station that provides visual and intellectual fuel for the culturally curious. Elephant commissions an ambitious programme of career-defining installations and projects by emerging artists, filmmakers, designers and musicians, supporting the careers of exciting young creatives, as well as hosting a stimulating programme of events such as live music and dance performances, workshops, film screenings, stand-up comedy, retro-gaming nights, inspirational talks and yoga classes.

Winsor & Newton

Winsor & Newton is committed to the pursuit of perfection. Ever since it was founded by the partnership of chemist William Winsor and artist Henry Newton it has been a driving force in developing colour chemistry, pioneering art materials, and key developments within fine art practice.



ELEPHANT



WALKER
BOOKS

NOBROW

THE BOOKSELLER
AT THE HEART OF PUBLISHING SINCE 1858



WORKBOOK



creativehub 

COMPUTER
ARTS 

 The—Dots

varoom