



WORLD
ILLUSTRATION
AWARDS 2020

TOURING EXHIBITION
HIRE INFORMATION

INTRODUCTION

The World Illustration Awards 2020 Touring Exhibition is a fascinating, inspiring survey of the **breadth and diversity** of illustration being made around the world for everything from editorial to publishing to design.

The exhibition also highlights new, **exploratory and innovative** work that transcends traditional categories of illustration, providing an insight into the future direction of this exciting artform.

The exhibition showcases all Award-Winning and Highly Commended projects, **telling the story** of the ideas, processes and artists behind the finished images.

This vibrant exhibition will **delight and inform** audiences of all ages.

The World Illustration Awards are presented annually by the Association of Illustrators in partnership with USA-based Directory of Illustration to **support, promote and celebrate** contemporary illustration.



HIRING THE EXHIBITION

The World Illustration Awards 2020 exhibition is offered as a comprehensive package including:

FRAMED/MOUNTED AND MOVING IMAGE WORKS

- Each winning and highly commended project is presented as a foamex-mounted or framed giclée print. There will be a maximum of 44 projects to display.
- Moving image projects are supplied digitally to be presented in addition to the printed still on a screen or tablet.
- The exhibition can also be supplemented with digital materials including a slideshow of the full shortlist.

WORK IN CONTEXT

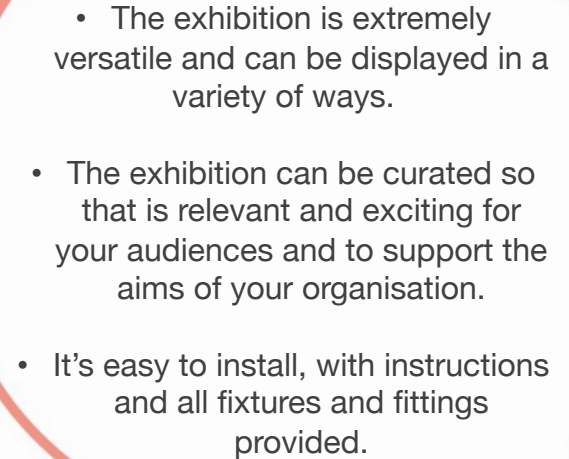
- The WIA exhibition is enhanced through the addition of work in context including published books, packaging examples, sketches, interviews, films. The final selection is dependent upon the works shortlisted.
- Work in Context should be shown in secure cases or display tables. Published copies of books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

INTERPRETATION AND SIGNAGE

- Introduction signage, labels and category winner profiles are supplied mounted on Foamex.

FEEDBACK WALL

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

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- The exhibition is extremely versatile and can be displayed in a variety of ways.
 - The exhibition can be curated so that is relevant and exciting for your audiences and to support the aims of your organisation.
 - It's easy to install, with instructions and all fixtures and fittings provided.



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.

AOI SUPPORT

- The AOI will support venues to exhibit the works to the highest possible standard.
- The AOI will also promote your exhibition on its lively social media and popular online events listings page.
- The AOI can advise on programming as part of your exhibition or to devise a complete event including business masterclasses, networking or talks.
- We can support local members and creatives to present on professional business practice and the work of The AOI.
- Additional bespoke programming is priced separately to the exhibition.

VENUE REQUIREMENTS

- Space for a maximum of 44 projects, shown across at least 40 linear metres of hanging space.
- Secure space (such as a display cabinet) for contextual items, if available.
- At least one TV screen or tablet to show moving image works. The AOI can supply a screen if required.
- The venue, but not each room, should be invigilated during public opening hours.
- The venue does not need to be climate-controlled but 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 insurance value of the exhibition is £5,000.
- Venues will need a technician to install and take down the exhibition.





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 London World Illustration Awards Exhibition:

‘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!’

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 to sell on a sale or return basis.
- Prints can be sold using a print on demand service via our partners **theprintspace**. The physical prints in the exhibition are not for sale.

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





ABOUT THE WORLD ILLUSTRATION AWARDS

The AOI first ran an annual competition, called Images, in 1975 that was open to any British Illustrator. It was unique then, as the selection for the publication was made by a jury, selecting the best contemporary submissions each year to be published in the annual.

In 2012, Images was replaced by the AOI Illustration Awards. These ran for two years, before The AOI formed a partnership in 2015 with the Directory of Illustration in the USA to create the World Illustration Awards.

ABOUT THE ASSOCIATION OF ILLUSTRATORS

The AOI is the UK's leading not for profit illustration body, promoting, empowering and advancing illustrators and the illustration industry. We provide our members with bespoke business advice through our dedicated helpline as well as offering a website bursting with information, specialised consultations and a range of publications.

Our public programme comprises awards and exhibitions such as the globally recognised 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.

AVAILABILITY

Please contact us with your requirements and preferred dates. The exhibition tour runs from November 2020 through to September 2021.

Hire periods are usually six weeks long including install and take down time.

An extra week is reserved for transporting the artwork between venues, so you don't need to use your hire period for transportation.

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

PRICING

The exhibition is competitively priced at £1,200 + VAT for a six week hire period.

Additional weeks can be added for £200 + VAT per week.

CONTACT US

Thank you for reading.
To find out more, or to discuss hiring the exhibition
please contact:

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