



Press release: for immediate release

World Illustration Awards 2020: The 500 projects longlisted for the awards are announced!

The AOI, in partnership with the Directory of Illustration, is delighted to announce for the first time ever, the 500 projects that have been longlisted for the World Illustration Awards 2020!

In December 2019, we opened our call to illustrators to *Be Ambitious, Be Seen, Be Celebrated*. An incredible 4,300+ entries were submitted by illustrators from 79 countries into this year's awards. This was followed by a competitive judging process to find the 500 longlisted projects. The Longlist represents some of the best illustration from across the world, featuring an incredible array of techniques, concepts, processes and formats.

"We are presenting the Longlist for the 2020 World Illustration Awards at an extraordinary time. Now more than ever the value of illustration is startlingly obvious. It communicates, enchants, explains. Illustration is the perfect commission for our socially distanced times. This longlist will offer seasoned commissioners, as well as those trying illustration for the first time, a treasure trove of delights to pick from."
Ren Renwick, CEO AOI

The Longlist includes projects from all 10 categories by both New Talent and Professional Illustrators. Illustration for everything, from Advertising, Design, Editorial, Book Covers and Site Specific projects is represented. A highlight is seeing the huge variety of work, with everything from personal projects sitting alongside campaigns for global brands.

The judges, including illustrator Axel Scheffler, co-founder of art platform Yellowzine Aisha Ayoade, and Alyssa Walker from Wired, continue their search for the shortlisted 200 projects, to be announced in June 2020. Later in the year, we will announce the Category and Overall Winners, who will receive generous cash prizes.

The World Illustration Awards is a year-long celebration and showcase of illustration, bringing together creatives, industry, commissioners and art directors, supporting our global illustration community to thrive more than ever.

Every longlisted project can be viewed on The AOI website at: <https://theaoi.com/wia>

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

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Notes to Editor

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About The World Illustration Awards

The WIA are presented by The Association of Illustrators in partnership with the *Directory of Illustration* (USA). There are ten award categories including Advertising, Editorial, Children's Books, 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 work to meet, explore and celebrate.

The AOI has been holding 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.

The awards are supported by:

