



Press release: for immediate release

Discover the 500 projects that have been longlisted for the World Illustration Awards 2021

The AOI, in partnership with the Directory of Illustration, is delighted to announce the 500 projects that have been longlisted by the judges for the World Illustration Awards 2021.

In December 2020, we opened our call to illustrators with the aim of celebrating great illustration. A record 5,280 entries were submitted by illustrators from 82 countries into this year's awards. This was followed by a highly competitive judging process to find the 500 longlisted projects. The Longlist represents some of the very best illustration from across the world, many of which respond to the seismic shifts we have experienced since the start of the Covid-19 Pandemic.

"We are presenting the Longlist for the 2021 World Illustration Awards following an extraordinary 18 months. Illustrators have proven their ability to adapt, and respond in the midst of social, political and economic upheaval. This longlist offers an overview of the great illustration that has been created since January 2020 and everyone from industry professionals to the general viewer will find something inspiring, uplifting and thought-provoking." Ren Renwick, CEO AOI

The Longlist includes projects from all ten WIA categories by both New Talent and Professional Illustrators. The categories cover major sectors in which illustration is commissioned, including several areas of Publishing, Editorial, Advertising, to the more specialised Site Specific and Science & Technology categories, with self-initiated projects presented alongside campaigns commissioned by globally-recognised brands.

'I was utterly delighted by the wide variety of styles, ideas and techniques employed this year – it made the job of judging very difficult for me and the rest of the jury! The whole process was inspiring and enjoyable from beginning to end ... stunning artworks to explore, robust discussions to be had and illustration worldwide to be championed and celebrated. A real highlight after the dark year that creatives everywhere have had.'

Mark Campbell, Creative Director & Publisher, (Harper by Design), Australia, judge Book Covers category

The shortlisted 200 projects will be announced alongside a curated online showcase in September 2021. On 12 October 2021, the Category Winning and Highly Commended projects in each category will be announced online. Two Overall Winners will receive cash prizes.

An online Celebration Programme of events and masterclasses will run throughout October and November, highlighting areas of current importance, including alternative routes into illustration, and exploring the importance of increasing diversity.

The World Illustration Awards is a year-long celebration and showcase of illustration, bringing together creatives, industry, commissioners and art directors, celebrating great illustration on a scale like never before.

Every longlisted project can be viewed on The AOI website at: <https://theaoi.com/wia> and will be published on our dedicated WIA Instagram page throughout the summer.

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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: #WIA2021 and #WorldIllustrationAwards

WIA Instagram: [@worldillustrationawards](https://www.instagram.com/worldillustrationawards)

The AOI Facebook: [/theaoi](https://www.facebook.com/theaoi)

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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. The call for entries runs from December to February in each award year.

A longlist of 500 projects, and shortlist of 200 projects are announced online. All shortlisted projects are featured in an Online Showcase, and a printed catalogue that is distributed to commissioners worldwide.

Each category has a New Talent and a Professional award, with 20 Highly Commended Projects, 20 Category Winners and two Overall Winners to be announced at the online Awards Ceremony in October 2021.

In addition, four Cross-Category Awards will be announced, including the SAA Award for an unrepresented Student, The Directory of Illustration (DI) Award for a professional artist, the AOI Award for the best member entry, and an Innovation Award for the most cutting edge project.

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 World Illustration Awards 2021 are supported by:



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