



WORLD

# ILLUSTRATION

AWARDS 2022

HIRE THE TOURING  
EXHIBITION



**AOI** ASSOCIATION of  
ILLUSTRATORS

**Di** DIRECTORY OF  
ILLUSTRATION

# INTRODUCTION

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

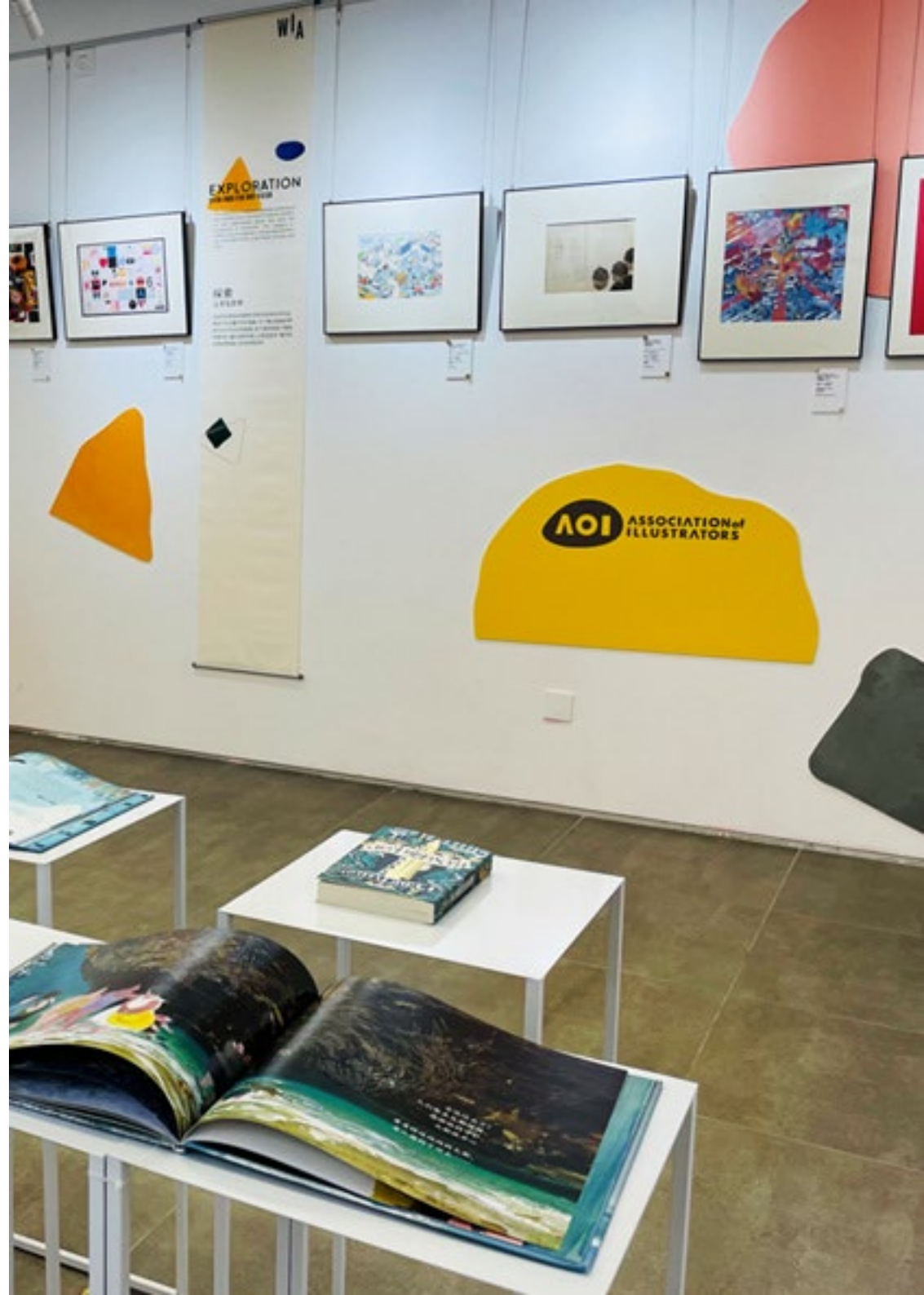
We are currently looking for international venue partners to host the WIA2022 Touring Exhibition, a fascinating, inspiring survey of the **breadth and diversity** of current illustration practice.

The exhibition showcases all Award-Winning and Highly Commended projects across ten industry-relevant categories and includes material that **tells the story** of the **ideas, processes and artists** behind the work.

This vibrant, colourful, thought-provoking exhibition of professional and new talent work from all around the globe will **delight and inform** audiences of all ages.

The exhibition is available to hire now for slots from **November 2022 – October 2023**, as well as WIA2023 to show from November 2023 – October 2024.

WIA2020 print-on-demand exhibition  
presented at Aili Art, Shenzhen, China





## HIRING THE WORLD ILLUSTRATION AWARDS 2022 TOURING EXHIBITION

The World Illustration Awards 2022 exhibition is offered as a flexible, print on demand package that can be displayed anywhere in the world.

We have developed this successful touring model with partners in China, South Korea, and the UK, giving you the option to hold a tailor-made beautiful, high-quality exhibition with fewer logistics and lower costs.

### WHY PRINT ON DEMAND?

- It's flexible, so you can hold the exhibition for the exact dates that suit your venue and programme.
- You can decide on how, when and where to print the exhibition, using local suppliers to save costs.
- It saves on transportation and insurance costs.
- You can be as creative as you like with the display, so that it is tailored to your venue and audiences.



**WIA2020 print-on-demand exhibition  
presented at Shanghai, China**

## WHAT'S INCLUDED IN THE TOURING EXHIBITION PACK?

- **44 core images** representing each featured project, supplied sized and print-ready.
- **Additional images** to enhance selected projects.
- Printable **work in context** such as sketches, photographs and storyboards.
- A list of **published books and products** which can easily be purchased online to be handled by visitors, for example, children's books.
- **Moving image** files, including featured projects, shortlist showreel and interviews.
- Introduction **texts, labels, and category descriptions** and in-depth written winner profiles.
- **Wall decal designs** for an enhanced visual experience.
- Design ideas for a simple **feedback wall** to give visitors an interactive space to draw or write what they think, offering great, shareable social media content and it can provide a creative way to report back to funders and stakeholders.
- A printable **family activity sheet** to help you engage visitors of all ages with the illustrations.
- **Press release, invitation and poster templates** to help you to promote the exhibition to your audiences across a range of platforms.
- 2 copies of the **printed catalogue** for display (and to keep after the exhibition ends). Further copies for sale can be made available on a sale or return basis.





## WHAT ARE THE VENUE REQUIREMENTS?

- Space for 44 projects, shown across at least 35 linear metres of hanging space.
- Tables or shelves for work in context, if used.
- At least one TV screen or tablet to show moving image works.
- A technician or staff to install and take down the exhibition.

## HOW DOES IT WORK?

- You will receive a secure online folder containing all the exhibition content.
- You can decide on which suppliers to use, print either the core image selection, or an expanded selection of images and/or work in context.
- You decide how to display the works, using either traditional framing, vinyl or phototex prints, contemporary foamex or card mounting, or simply pinning prints to the wall. This gives you control of the costs, and the option to utilise local suppliers or in house resources if you have them available.
- You can also choose how to print the category descriptions, labels and other interpretation materials. These work especially well on either foamex or vinyl panels.
- You can also opt to enhance your display with vinyl shapes and motifs.
- You order any books or products that you want to include as a handling display from the supplied list.



**WIA2021 print-on-demand exhibition,  
at Old Big School Gallery, Tonbridge, UK**

## WHO IS THE EXHIBITION SUITABLE FOR?

We have previously worked with Universities, Schools, Public Galleries, Arts Centres and Illustration Fairs to present WIA across the world. 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

## HOW DOES THE AOI SUPPORT THE EXHIBITION?

- We support you to display the exhibition to the highest possible standard, including providing a list of suppliers and advice on how to print, display and curate the exhibition if needed.
- We will promote your exhibition on our lively social media platforms, and popular online events listings and news pages.
- Where possible, a member of AOI staff will attend the opening night or other event.
- We can advise on programming as part of your exhibition or devise a complete programme tailored to your venue and audiences, including business masterclasses, networking or talks.
- We can support local illustrators by presenting on professional business practice and the work of The AOI.
- Additional bespoke programming is priced separately to the exhibition.

**WIA2018 Exhibition at Somerset House, London, UK.**  
**Photo credit: Cristina Schek**





## 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, which has gained industry respect continuously.

## 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.



**WIA2018 Exhibition at Somerset House, London.**  
**Photo credit: Cristina Schek**

## BESPOKE PACKAGES AND PRICING

- The WIA2022 exhibition is competitively priced for a standard six week hire period.
- Additional weeks can be purchased to extend the exhibition's duration.
- Let us know if you would prefer The AOI to project manage the exhibition design and printing on your behalf.
- Please contact us with your requirements so we can provide you with a quote tailored to your venue.

## CONTACT US

To find out more, or to discuss hiring the exhibition please contact:

Daisy McMullan  
Awards Coordinator  
The Association of Illustrators

[daisy@theaoi.com](mailto:daisy@theaoi.com)

[theaoi.com](http://theaoi.com)  
[@worldillustrationawards](https://www.instagram.com/worldillustrationawards)



**WIA2019 Exhibition at Somerset House, London, UK.**  
**Photo credit: Cristina Schek**

