



# Illustrating the point

This exhibition in Zurich shows the city's graphic artists and their international counterparts



Andre Roesler's work in mixed media at ILLUSTRATIVE 2007



Andrew Hemm: Right Here, acrylic on canvas, 2008

From October 17th to October 26th ILLUSTRATIVE's 4th forum of illustrative and graphic arts will take place in the Zurich Messehallen. Conceived in 2006 by Pascal Johanssen and Katja Kleiss in Berlin, ILLUSTRATIVE is an annual forum, and the only one of its kind worldwide that presents the latest inclinations which run the gamut of illustrative and graphic art in one exhibition.

Illustrative art is fresh, humorous, and easily accessible: the scope of work displayed in ILLUSTRATIVE ranges from psychedelic wall paintings, to erotic neon pop art, while presenting monumental town views, as well as quasi photo-realistic drawings. The special sensitivity to artistic quality and a mix of analogue and digital techniques give a special progressiveness to the illustrative arts. This has decisively influenced the development of contemporary art for some time now.

The latest ILLUSTRATIVE has expanded in comparison to previous years. It now includes a central exhibition, section exhibitions, temporary workshops, and a forum for presentations and conferences.

## The Exhibition

The main exhibition features over 400 works by 35 artists and gives an

international overview which represents the various facets of illustrative art. The main display features well-known artists such as German illustrators Olaf Hajek and Martin Haake, Spanish comic-artist Jorge Fabian Gonzales Varela, American illustrators Eric Sandberg, Vincet Hui and Edwin Ushiro, as well as Japanese Artist Yoh Nagao.

The main display will be complemented by an exhibition featuring the 20 best emerging artists in Switzerland, nominated by an international jury for the "Young Illustrators Award". The award-winning works will be presented in a distinct section within the larger exhibition. These works will represent the latest trends and styles found in the illustrative and graphic arts genres.

## Sections

The section exhibitions will document the influence of illustration and graphic arts on other disciplines like book illustration, fashion and textile-arts, pottery, and animated movies.

The section-exhibition "Illustrative Fashion Salon" will track the influences of illustrative art in fashion and presents original fashion pieces by avant-garde labels such as c.neon, Henrik Vibskov or Ivana Helsinki, whose collections

are inspired by graphic trends and traditions.

The section "Illustrative Objects" will track the influences of illustrative and graphic arts in new pottery and works made of glass. Potters or graphic-sculptors will show to what extent a craft-scene and a new iconography, which has emancipated itself from classical models, has evolved over the last few years.

For the first time this year a place for professional and creative interchange will be provided: the "Illustrative Forum". This part of the exhibition, resembling a fair, will provide space for agencies and publishers, activities, debates and workshops.

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*Illustrative Zürich 08*

*4. International Illustrative Art Forum*

*17 to 26 October 2008*

*Messehallen Zürich (Halle 9)*

*Thurgauerstr. 11*

*8050 Zürich-Oerlikon*

*Open daily from 11 am to 8 pm*

*www.illustrative.de*

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Sabine Schweizer

is Swiss and has travelled extensively: She has lived in the US and The Netherlands. She is interested in local art and culture and enjoys going to exhibitions and galleries.

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