

Aquatic imagery

Rachel Wilson

Location Oxford, UK

Project Sea Creatures series

URL www.hellowilson.co.uk

Freelance graphic designer and illustrator Rachel Wilson, aka HelloWilson, specialises in print and branding work but also enjoys illustration. Her quirky hand-drawn style is bold and detailed, and her illustrations have appeared on a variety of media, including prints, iPhone covers and tea towels.

Wilson's Sea Creatures series was a personal project. Combining hand-drawn patterns with digitally created shapes and solid colour, she used Photoshop to give her work a fresher edge. "Knowing where to put the first mark is always the most challenging part for me," she says. "Once I get started I try not to plan too much and just add marks as they occur to me; it's relaxing."

Was it a conscious decision to incorporate the current trend for aquatic motifs into her work? "I was aware of something about sea creatures, particularly octopi and seahorses, that intrigue people, but I wasn't following a trend," she says. "I'd been wanting to experiment with pattern for a while, and the naturally occurring patterns you find with sea creatures works well."

"I was definitely experimenting with a new style with this work, however," she continues. "For 2011, I'd like to find new media to carry my art. And I'd like to start drawing on things that aren't paper, especially on 3D objects."



04



05



06



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08

Back to basics

Ritxi Ostáriz

Location Sopelana, Spain

Projects Lados, Scavenger

URL www.ritxiostariz.com

Sopelana-based Ritxi Ostáriz specialises in graphic and editorial design. He keeps one eye on the latest trends, picking out aspects of interest to develop in his own work and "discarding" the rest. "I try to learn about – or at least stay updated in – what people are doing in the rest of the world," he says.

His ongoing work for bimonthly *Lados* magazine has seen him implement significant changes in the art direction of the publication. "My main idea was to forget the previous style," recalls Ostáriz. "We have changed everything, from the grid to the fonts and even the size and paper. There has been an explosion in editorial design over the last six or seven years – mostly influenced by illustration and an ornamented style. What we've tried with the new look for *Lados* is to go back to old editorial design, with just typography and photography. Other ornaments are needless."

Scavenger was commissioned by German musician and producer Markus Reuter, for the first release of 'improv-jazz' band Syntony. "I tried to break all the rules," he explains. "The idea was to innovate; to make something crazy, hiding from the typical boundaries of 'style'. I've been asked why I mixed photography of ancient Hindu sculptures with elements of contemporary design and a very particular colour scheme. There were no reasons. There is no relation at all between the artwork and the music," he smiles. "I hardly ever do this, but I thought it was the perfect project for it."

04-05

Wilson spends a lot of time working digitally, so for Sea Creatures she wanted to make time to draw, too. "There is a real trend at the moment

towards work that combines **hand-drawn and digitally created elements**," she says. "I really enjoy people's reactions to the project."

06-07

An increasing trend for **returning to 'old times'** inspired Ostáriz's new art direction for *Lados* mag. "We wanted readers to forget the old style."

08

Ostáriz was given an open brief for Scavenger. "It sounds like a good thing, but it's **sometimes the biggest challenge**," he reflects