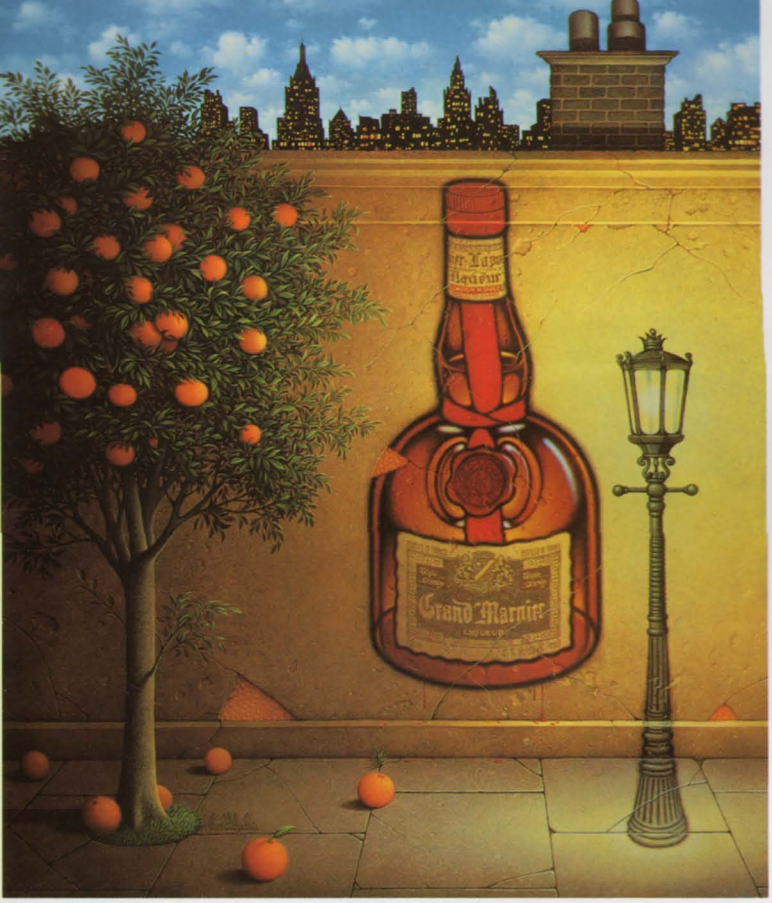
ILLUSTRATION

SOCIETY OF ILLUSTRATORS OF LOS ANGELES

1994 NATIONAL SHOW

THIRTY-THREE



BRALDT BRALDS

MEDIUM
OIL ON CANVAS

ART DIRECTOR
ARNIE ARLOW

AGENCY
TBWA ADVERTISING

CLIENT
CARILLON IMPORTERS/GRAND MARNIER

●○ **65**

ILLUSTRATOR
DANILO GONZALEZ

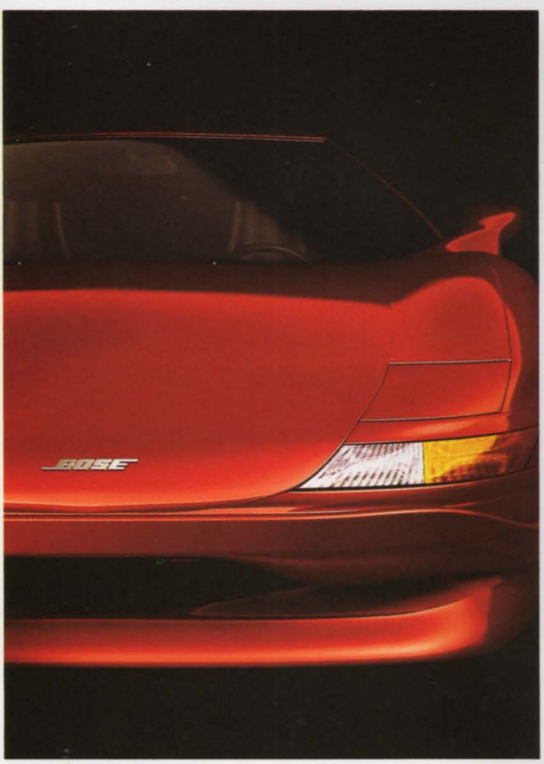
MEDIUM
ACRYLIC

ART DIRECTOR
BOB PASCAL

AGENCY
INTET ADVERTISING

CLIENT
TREE TOP

○● **66**



ILLUSTRATOR
MICHAEL SCARAMOZZINO

MEDIUM
3D COMPUTER RENDERING

ART DIRECTOR
DON LUTKUS

AGENCY
BOSE CORPORATION AND DREAMLIGHT

CLIENT
BOSE CORPORATION

●○ **67**

ILLUSTRATOR
MICHAEL SCHWAB

MEDIUM
SCREEN PRINT

ART DIRECTOR
BILL NAEGELE

CLIENT
LORD FLETCHERS

○● **68**

"THIS EXHIBITION IS A USEFUL CONTEMPORARY ARCHIVE OF TODAY'S ILLUSTRATION STYLES. INSTEAD OF PRESENTING JUST A FEW POPULAR STYLES, THIS EXHIBITION OFFERS THE VIEWER A TREMENDOUSLY WIDE RANGE OF SENSITIVITIES, STYLES AND MESSAGES; FROM BOLD AND AGGRESSIVE TO THE DELICATE AND REFINED. FOR ANY ART BUYER, ART DIRECTOR OR STUDENT, THIS COMPREHENSIVE ANNUAL OF THE EXHIBITION WOULD BE THE IDEAL PLACE TO FIND FIRST-RATE EXAMPLES OF EVERY ILLUSTRATION STYLE PRODUCED TODAY."

MARY SCOTT
CREATIVE DIRECTOR, MADDOCKS & COMPANY

"THE STATURE OF THIS YEAR'S ILLUSTRATION WEST EXHIBITION HAS FIRMLY PLACED SILA'S COMPETITION IN LEAGUE WITH THE MOST INFLUENTIAL OF THE NATIONAL ILLUSTRATION AWARD SHOWS. I AM ENCOURAGING ALL OF THE ARTISTS I REPRESENT TO ENTER NEXT YEAR'S COMPETITION, AS INCLUSION WITH SUCH AN IMPRESSIVE LIST OF TALENT WOULD BE INSTRUMENTAL IN THE DEVELOPMENT OF AN ILLUSTRATOR'S CAREER."

RICHARD W. SALZMAN
ARTIST'S REPRESENTATIVE

"THE 1994 ILLUSTRATION WEST EXHIBITION IS A GREAT REMINDER OF THE MANY USES OF ILLUSTRATION. THE WONDERFUL DIVERSIFICATION AND RANGE OF STYLES IN THE SHOW REMIND US OF HOW MUCH ILLUSTRATION CONTRIBUTES TO ADVERTISING, GRAPHIC DESIGN AND PUBLICATION DESIGN."

BRAD STONE
VICE PRESIDENT, SENIOR CREATIVE DIRECTOR, UNIVERSAL PICTURES

"I WAS WOWED BY THE SHEER VOLUME AND VARIETY OF WORK. IT WAS QUIRKY, WIDE-RANGING AND ENERGETIC, LIKE THE WEST ITSELF!"

STEPHEN SEDAM
ART DIRECTOR-SUNDAY BOOK REVIEW, LOS ANGELES TIMES

"I WAS IMPRESSED BY THE OVERALL QUALITY OF THE WORK-ESPECIALLY WHEN YOU CONSIDER THAT MOST OF THE PIECES WERE COMMISSIONED, AND THE ARTISTS HAD TO BE CONCERNED WITH PLEASING MORE THAN THEMSELVES. TRULY AN INSPIRED COLLECTION."

SHARON PETERS
CREATIVE DIRECTOR, N.F.L. PROPERTIES

"THE SILA SHOW THIS YEAR REPRESENTED THE WIDE RANGE OF AMERICAN ILLUSTRATION TODAY. CERTAINLY IT SHOWED A GREAT DEAL OF CONCEPTS, STYLES AND MEDIUMS; AND INCLUDED NOT ONLY WEST COAST ILLUSTRATORS BUT ILLUSTRATORS FROM ALL OVER THE COUNTRY. IT WAS WELL ORGANIZED, AND I WAS IMPRESSED."

KAZUHIKO SANO
ILLUSTRATOR

"GREAT EXHIBITIONS EITHER INSPIRE TO DO GREAT WORK OR TO DROP YOUR EQUIPMENT AND FIND ANOTHER CAREER. HOPEFULLY, THIS BOOK WILL DO THE FORMER. FOR ME, A TIMELESS SOURCEBOOK AS VALID TODAY AS IT WILL BE TEN YEARS FROM TODAY."

TOMMY STEELE
VICE PRESIDENT, ART + DESIGN, CAPITOL RECORDS, INC.

"THIS WAS THE FIRST TIME I ATTENDED THE SILA ANNUAL EXHIBITION. I WAS EXTREMELY IMPRESSED WITH THE PHYSICAL SPACE AND ORGANIZATION OF THE OPENING. THE WORK IN THE SHOW IS AN EXCELLENT REPRESENTATION OF CONTEMPORARY ILLUSTRATION."

M. JOHN ENGLISH
ILLUSTRATOR

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