



FREISTIL 6

FREISTIL 6 – FREISTIL 6 – THE BOOK OF ILLUSTRATORS

Edited by Raban Ruddigkeit

Published by Verlag Hermann Schmidt

Designed by Sarah Schnurbus

Illustration shows things in a way we don't see them – letting us see them anew. This power to moor new images in the minds of viewers makes it an indispensable element of visual communication and media reporting. Illustration works across language and national boundaries, it creates new images, interprets, stages, exaggerates and caricatures.

For more than ten years, FREISTIL has accompanied the illustration scene and offered illustrators an online and offline platform. It presents its diversity and power, scouts new talent and shows the latest work by "old friends." FREISTIL sets themes and addresses what moves the scene. In addition, it has been the starting block for quite a few illustrator careers. For some art directors, FREISTIL is the last resort: it's where you are guaranteed to discover the new look you need!

Now, three eventful years after the last issue, in September 2017 we will release FREISTIL 6 with the best illustrators in the business and exciting essays about the role played by the individual in the illustration sector and the role of the illustrator in society. With a two-page spread for each illustrator containing the work, contact information and references in addition to a statement about their personal approach to tackling an illustration.

If you want to be one of these illustrators and part of FREISTIL 6, please enter before 31 March 2017!

The following pages tell you how it works. We'll introduce this year's jury to you, explain what data you use to can fill up your two-page spread and all about the entry requirements.

If you have any questions, please send an email to Sarah Schnurbus: sarah@ruddigkeit.de
or call: +49(0)30 - 80 92 97 77

www.freistil-online.de

Facebook: [Freistil - The Book of Illustrators](#)

Instagram: [@freistil_thebookofillustrators](#)

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THE JURY

To ensure the professional selection of illustrators, this year's jury consists of Gabriele Dünwald (art director Hohe Luft magazine), Mario Lombardo (BUREAU Mario Lombardo) and Martin Rack (Design made in Germany).

GABRIELE DÜNWALD

www.gabrieleduenwald.com

Since 2001, Gabriele Dünwald has developed ideas, design concepts and illustrations for publishers and companies at her own office. Her focus is on magazine re-design in which she works closely with clients and a network of copywriters, photographers and illustrators. Among other things, she created new concepts for magazines such as the fashion and interior design magazine Flair and the magazine HOHE LUFT, which uses illustration exclusively. Editorials, research and selection of illustrators are in her hands. In addition, the magazine was nominated as the leading magazine of 2015. Gabriele Dünwald designed different cover for the Gruner + Jahr publication STERN and her style has influenced magazines like Allegra and Lufthansa Magazine.

MARIO LOMBARDO

www.mariolombardo.com

Mario Lombardo is a German designer. He was the art director of the pop culture magazine SPEX. In parallel, he founded the BUREAU Mario Lombardo in Cologne in 2004, with which he relocated to Berlin in 2008. It is one of the most renowned design offices in Germany and is composed of designers from various disciplines, such as graphic, fashion, video, illustration and editorial design and editors. The designer has been awarded more than 100 national and international awards for his work. In 2008, he was selected Visual Leader of the Year by the Lead Academy. He is a member of many juries, teaches at various design academies and gives lectures all over the world. The monograph The Tender Spot: The Graphic Design of Mario Lombardo compiles the diverse repertoire of his works.

MARTIN RACK

www.designmadeingermany.de

Martin Rack is the editor of Design made in Germany (Dmig), a platform for German graphic, web and product design. The platform covers a number of areas. A gallery presents recent designs and their designers, divided into 12 subcategories (illustration, typography, photo design, web design, etc.). In addition to agencies, studios and freelancers, students are also given the opportunity to present their work. A directory lists design studios and freelance designers all over Germany. A magazine and a job exchange complete the offer. Martin Rack is a freelance web designer from Karlsruhe and advises agencies, start-ups and companies.

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PAGE LAYOUT

The works of all entrants will be presented uniformly on **one two-page spread** each. For easy access, the spread will also contain the name, address, telephone number, and email and web address of each illustrator. Further lines are provided for listing references, techniques and publications.

To ensure an appealing design, there is a **basic grid (cyan)** you can work with. The aim is to present a few works to their best advantage, therefore no more than five works per illustrator. The two-page spread presents one work each in rather large format and up to four works in smaller size (Fig. 1, 2). It is also possible to allow the works to cross the gutter or fill only one large landscape format.

You may submit more than five works from which the editors can make a selection.

A brief caption can be added to each work (title, client, year). The **name of the illustrator** will be positioned at the top right (rotated). The illustration agency or office can optionally be placed in front of the name of the illustrator.

A quote by the illustrator will be placed in the top left (rotated). For this purpose, please provide us with a brief statement (max. 100 characters) answering the question:

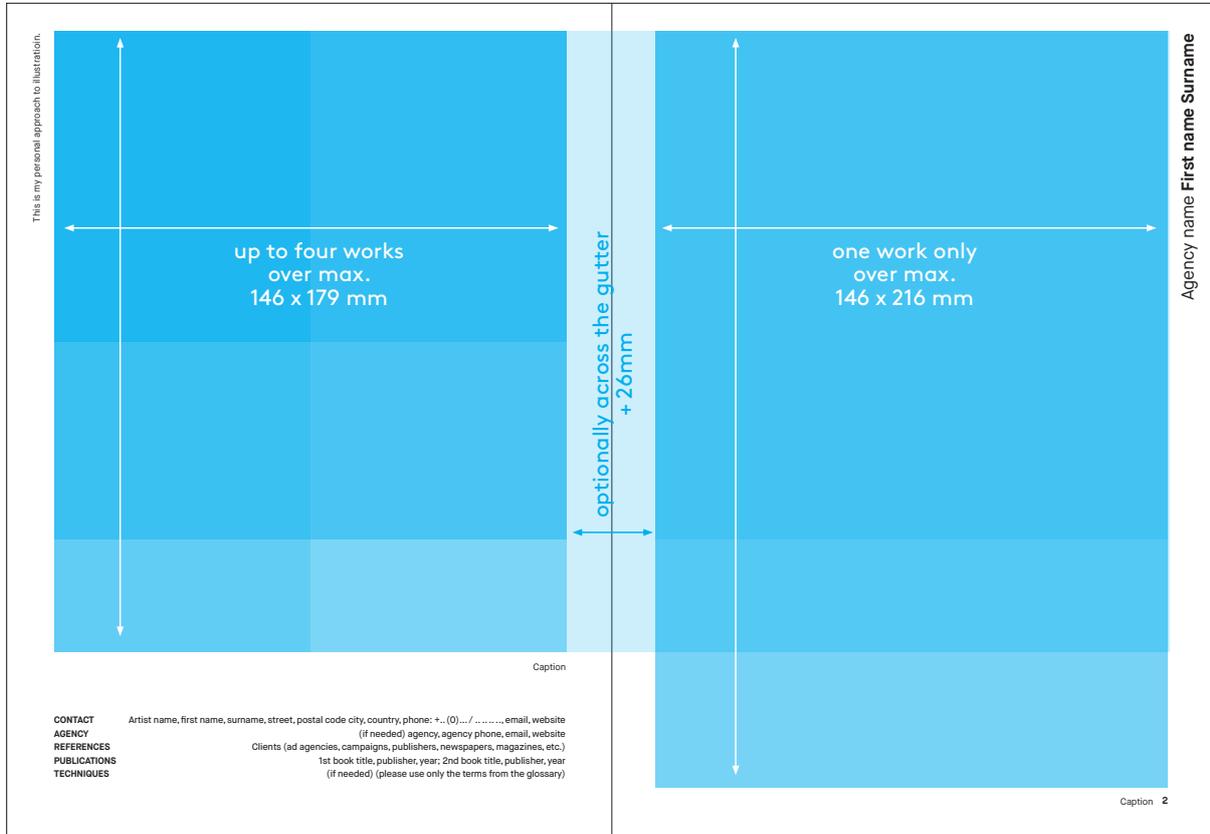
What is your personal approach to tackling an illustration?

This quote creates a personal playing field for you. How you use it is up to you.

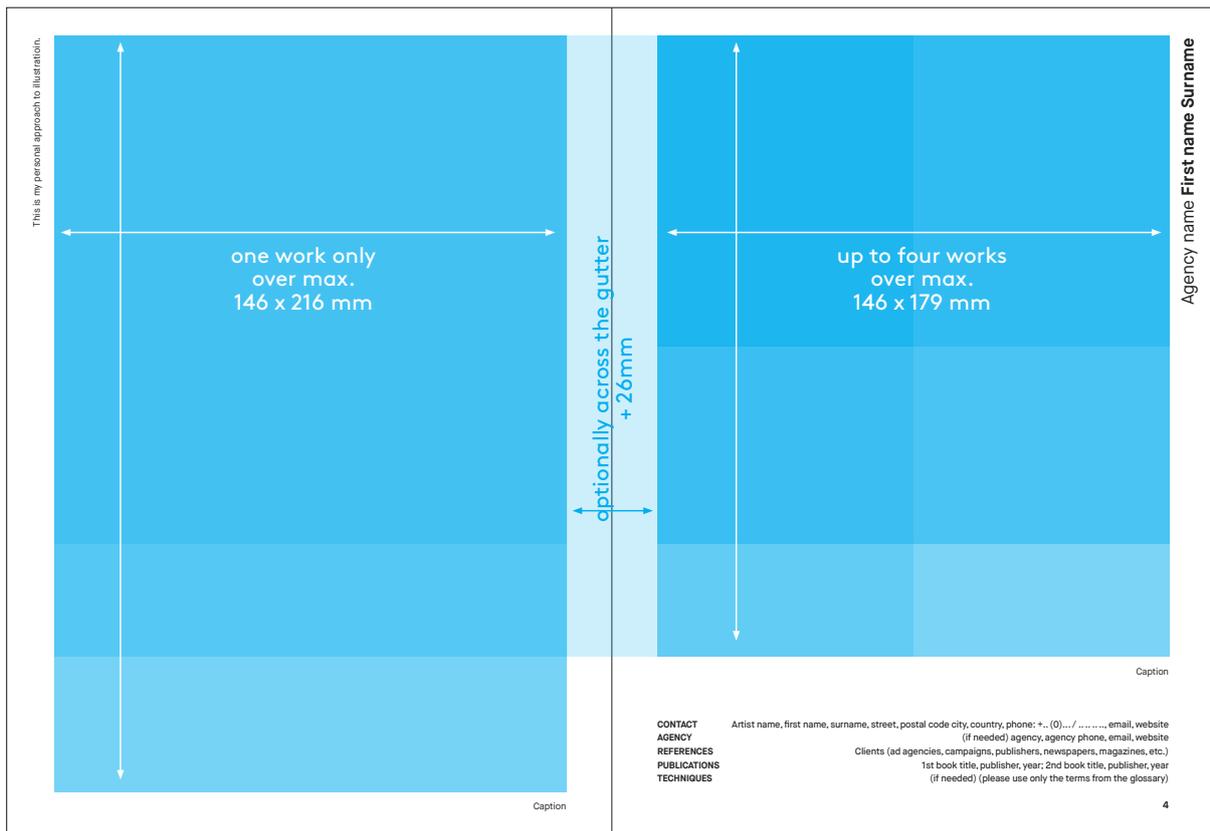
The book will be published in German and addresses the German-language market. We therefore require all information from you in German.

LAYOUT TEMPLATES

(1) CREDITS LEFT



(2) CREDITS RIGHT



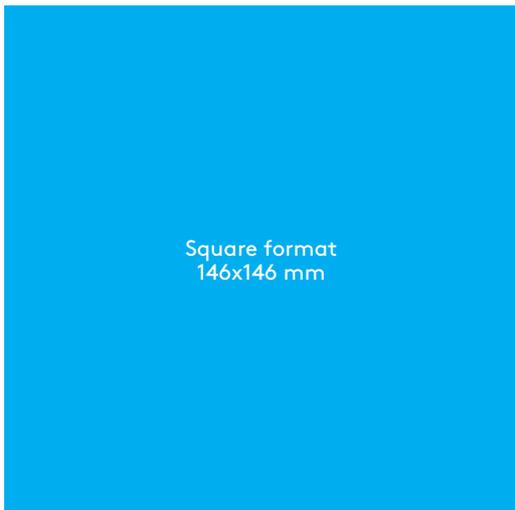
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EXAMPLES (FOR CREDITS RIGHT)

(1)

This is my personal approach to illustration.	 <p>Landscape format across the gutter 318 x 179mm</p>	Agency name First name Surname
	Caption	
	<p>CONTACT Artist name, first name, surname, street, postal code city, country, phone: +.. (0).../ email, website AGENCY (if needed) agency, agency phone, email, website REFERENCES Clients (ad agencies, campaigns, publishers, newspapers, magazines, etc.) PUBLICATIONS 1st book title, publisher, year; 2nd book title, publisher, year TECHNIQUES (if needed) (please use only the terms from the glossary)</p>	6

(2)

This is my personal approach to illustration.	 <p>Square format 146x146 mm</p>	Agency name First name Surname
	Caption	
	<p>CONTACT Artist name, first name, surname, street, postal code city, country, phone: +.. (0).../ email, website AGENCY (if needed) agency, agency phone, email, website REFERENCES Clients (ad agencies, campaigns, publishers, newspapers, magazines, etc.) PUBLICATIONS 1st book title, publisher, year; 2nd book title, publisher, year TECHNIQUES (if needed) (please use only the terms from the glossary)</p>	8

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EXAMPLES (FOR CREDITS RIGHT)

(3)

<p>This is my personal approach to illustration.</p> <p>Portrait format over max. 146 x 216 mm</p> <p>Caption</p>	<p>Agency name First name Surname</p> <p>4 Portrait formats over max. 146 x 179 mm</p> <p>Caption</p> <p>CONTACT Artist name, first name, surname, street, postal code city, country, phone: +.. (0).../ email, website AGENCY (if needed) agency, agency phone, email, website REFERENCES Clients (ad agencies, campaigns, publishers, newspapers, magazines, etc.) PUBLICATIONS 1st book title, publisher, year; 2nd book title, publisher, year TECHNIQUES (if needed) (please use only the terms from the glossary)</p> <p>10</p>
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(4)

<p>This is my personal approach to illustration.</p> <p>Portrait format</p> <p>Caption</p>	<p>Agency name First name Surname</p> <p>Landscape format</p> <p>Caption</p> <p>CONTACT Artist name, first name, surname, street, postal code city, country, phone: +.. (0).../ email, website AGENCY (if needed) agency, agency phone, email, website REFERENCES Clients (ad agencies, campaigns, publishers, newspapers, magazines, etc.) PUBLICATIONS 1st book title, publisher, year; 2nd book title, publisher, year TECHNIQUES (if needed) (please use only the terms from the glossary)</p> <p>12</p>
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CREDITS

We require the following data for the credits (size shown 100%).

Important: Please use **no more than 100 characters per line**; otherwise we will have to edit the texts!

CONTACT	Artist name, first name, surname, street, postal code city, country, phone: +.. (0).../, email, website
AGENCY	(if needed) agency, agency phone, email, website
REFERENCES	Clients (ad agencies, campaigns, publishers, newspapers, magazines, etc.)
PUBLICATIONS	1st book title, publisher, year; 2nd book title, publisher, year
TECHNIQUES	(if needed) (please use only the terms from the glossary)

Please use only the following for the "Techniques":

Acrylic	Coloured pens	Oil pastels
Acrylic on paper	Pen	Paper collage
Canvas	Crayons	Pigments
Acrylic painting	Felt pen	Brush
Acrylic technique	Hand drawing	Etching
Analogue	Woodcut	Scraper board
Watercolours	Chalk	Scraper technique
Lead	Linocut print	Silkscreen
Pencil	Linocut	Tempera
Coloured pencil	Painting	Animated film
Digital	Markers	Ink
Collage on canvas	Mixed techniques	Ink with brush
Print	Oil	Drawing
Experiments	Mixed oil techniques	

DATA

Please provide us with all image and text files only via FTP server:

- Images: Tiff format 1:1, CMYK, 300 dpi, citing the title of the image
- Texts: Word or simple text format

Deadline: 31 March 2017

If you already have an idea for the design of your two-page spread, please attach a PDF with the layout. Please note that the captions are assigned to the images using your name. You can submit independent and applied works produced between March 2014 and today.

The editorial staff – consisting of the jury, editors and publisher – reserves the right to not accept submissions that do not correspond to the quality of the book. In such cases, of course, no printing fee is due.

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ENTRY REQUIREMENTS

You can submit your entries until **31 March 2017**. They will, however, not be accepted until the printing costs of von **350.00€** + VAT for a two-page spread are remitted. Transactions are handled by the publisher Verlag Hermann Schmidt at the following link:

<https://typografie.de/shop/teilnahmegebuehr-fuer-eine-doppelseite-in-freistil-6/>

<https://typografie.de/shop/teilnahmegebuehr-fuer-zwei-doppelseiten-in-freistil-6/>

This basic price includes the following **services**: Design and typesetting of one one-page and up to four smaller images per two-page spread, proofreading, correction of the entrant's details and caption, proof PDF via email, image processing, print films and printing as well as all other pro rata costs associated with the production and distribution of the book. The basic price must also be paid if only parts of this service catalogue are used.

The basic price also includes one free copy of the book per entrant, which will be shipped within Europe one time free of charge. A shipping fee will be charged for shipping outside of Europe.

The jury decides on entries that are included in the book. All decisions are final. Persons not included will be refunded in full.

COPYRIGHT NOTICE

I declare that I am the owner of the worldwide publication rights of all illustrations provided and release the publisher from all rights of third parties. The publisher is entitled to use the illustrations for advertising purposes for the book for no fee and to pass them on to the press for reviews.

Surname, first name, artist name (if not identical)

Place, date, signature