

"The Draw" Design Competition: Winners Press Pack

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Drawn to a Close: This Year's Winners of the London Design Competition

International competitions selects winners, over £2000 prizes for t-shirt designers

Leipzig, 20.10.2006 - Spreadshirt is proud to announce of this year's The Draw design competition co-sponsored by the London Design Festival. Running from August until mid-October, the international competition saw nearly 1000 entries and over 125 finalists from designers in Europe and the United States. The final designs were open to public voting, and the final decision was made by a jury panel comprised of representatives from Spreadshirt, the London Design Festival, Icon Magazine and Castle Magazine.

First place went to the Alexis Nicholson and her "Spacemen" t-shirt design. A UK-based freelance designer, she describes the winning design as "part of a series...from the (slightly exaggerated) idea that there are so many bombs being thrown about all over the world that the empty shells should be used for something... The designs are all suggestions of how to put them to good use".

Second place went to the Swiss designer Blaise Coutaz (aka Tutuf), and his potted umbrella-plants design "London Spirit". But rather than based on his memory of London ("If I had wanted to illustrate my stay in London, I would have created a snowman and ice"), it plays with the idea of umbrellas growing and opening from the water sprinkled on them.

A favourite among designers (both first and second placers thought it would win), "Postapocast" by Norbert Reissig took third place. Nicholson raves "it looks so simple but is beautifully executed with great attention to detail", and Coutaz loves "the feature, clearness, the expression and the possibility of a personal reading." As Reissig describes, it's stark, strange futurism, when there won't be enough oxygen for birds.

The winners received cash and goods prizes worth over £2000, and the designs presented at the Designer's Open catwalk in Leipzig, Germany. A limited batch of 100 shirts per design will be printed and available for sale online.

Online:

For more information on the competition: www.thedraw.spreadshirt.co.uk

For further interviews with the designers: http://blog.spreadshirt.net/the_draw/en/

London Design Festival: www.londondesignfestival.com

Icon Magazine: icon-magazine.co.uk

About Spreadshirt:

Founded in 2002, Leipzig-based Spreadshirt offers online merchandising at no cost. The online shop system lets every website owner to create a branded shop of customised textiles without setup costs or minimum sales. Over 200,000 shop partners take advantage of this offer, with users ranging from large companies, organisations, artists and private individuals.

For more information as well as current press releases, please see www.spreadshirt.net.

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Alexis Nicholson



1st place: "Spacemen"



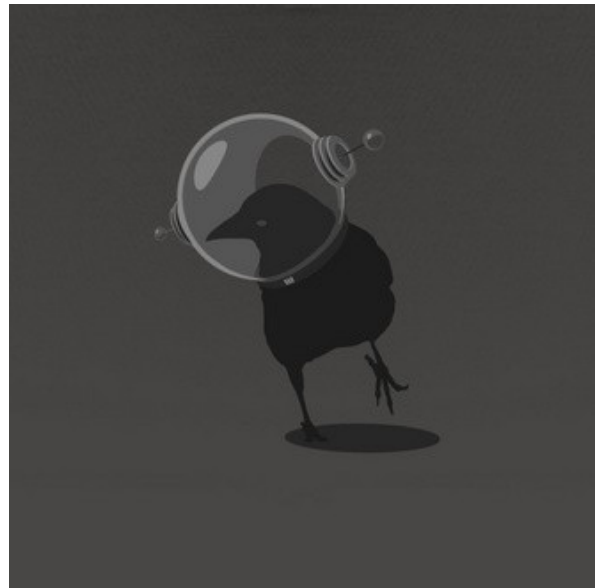
Blaise Coutaz



2nd place: "London Spirit"



Norbert Reissig



3rd place: "Postapocaut"

Designer Interviews

Alexis Nicholson

Spreadshirt: How did you get into design?

Nicholson: I've always been creative but I suppose my mum being an Interior Designer (and all round artistic Ninja) helped me have a better understanding of what I wanted to do.

S: Tell us about your previous freelance work? Do you have some examples from your portfolio?

N: I have attached a few examples of previous work including a conceptual project called iSpy, a banner image from a series of work for The Claystation Exhibition at the Lighthouse in Glasgow, a corporate branding project for ASK Training and an instruction leaflet which was included with doll making kits called Little Murphy's.

I enjoy doing branding work. It gives you a chance to create an identity through graphics which helps the client and gives its customers a confidence that wouldn't be possible without it.

S: Who are your design/illustration heroes?

N: For Interiors it has to be Andress Putman for the elegance and attention to detail she injects into her work. For Products it has to be Joe Colombo for being truly ahead of his time and having the guts to experiment so wildly with colour and materials. For Illustration I would have to say the mystery graffiti artist Banksy is my hero. His work makes it virtually impossible to call it vandalism but instead makes every piece a thought provoking work of art in its own right.

S: What gave you the inspiration for spacemen?

N: Spacemen is part of a series I've been working on. It comes from the (slightly exaggerated) idea that there are so many bombs being thrown about all over the world that the empty shells should be used for something... The designs are all suggestions of how to put them to good use.

S: Talk through the steps involved in creating it...

N: I started this image with a few sketches to get an idea of the composition and layout. I then took some pictures of my (long suffering) son in various poses which I put into Illustrator and traced to create the outlines. All the other elements were drawn directly in Illustrator.

S: What's your favourite design in the comp other than your own?

N: I love the 3rd place winner - postapocaut... right from the start I was convinced it was going to win. It looks so simple but is beautifully executed with great attention to detail.

Alexis will shortly be starting her new business venture, Dots Per Inch, a Digital Textile Print resource and bureau. The business due to launch early 2007 but if people would like more information they can go to the website. (www.dotsperinch.co.uk).

Blaise Coutaz

Spreadshirt: Talk to us about your background, how did you first get into design?

Coutaz: When I was 4 years old, I painted on my bedroom's wall al fresco. My brush was a rotted pear. My mum admired me !

S: What work from your portfolio are you most proud of?

C: I'm not really proud. When my work is finished, and sometime before, I do not want to see it any more.

S: Who are your design/illustration heroes?

C: I don't define myself like a fan but actually I'm interested by artists like Hoogerbrugger, Tara Mc Pherson or Sandrine Pelletier...

S: What gave you the inspiration for London Spirit?

C: I don't know exactly. Generally, I try to divert elements, situations... I thought: the umbrella open up like a flower.

S: What message are you trying to convey in the image?

C: None in particular. I discover, like a spectator, it's possible to see several messages. I like it when several readings are possible.

S: Have you been to London? If so did that visit inspire the design?

C: I have lived in Brixton for 6 months. Of course, I thought of it when I drew. But if I had wanted to illustrate my stay in London, I would have create a snowman and ice. In fact, I started with the idea that water made it possible the umbrella to grow.

S: But I needed to find an appropriate character.

C: If I chose a Swiss character, peoples aren't happy with that because in this country the sun is always shining.

S: Talk through the technical steps involved in creating it...

C: This realization was fast. The idea came without reflection. I just thought about colours, and I started my vector drawing without graphic pallets. After I corrected some features and I sent it to The Draw.

S: Whats your favorite design in the comp other than your own?

C: Postapocaust of Absurd_one is wonderful. The feature, clearness, the expression and the possibility of a personal reading. In my prognosis it was 1st!

Norbert Reissig

Spreadshirt: Talk to us about your background, how did you first get into design?

R: In general, since forever. But graphic design for about 2 years. I was interested in a new medium!

S: Who are your design/illustration hero's?

R: Toast, daim, loomit. After that I getting into people who are around me. There are also many famous nerds all over the world that I like but I'm not really idols. I like iso50, detail_, kozik, h.r.giger, london police etc. they're fresh

S: What gave you the inspiration for Postapocaut?

R: I wanted to do some kind of trashy-classic-thing with reduced colours and kind of no intent. Oh and i like birds!

S: Where did the name come from?

R: Post like after ... and -ocaut is actually the "end" - a kind of imagination how it all could end or go on after I dont know...

S: In the future will all birds wear space helmets?

R: Yep, there wont be enough oxygen!

S: I seem to have been waiting forever for the future to arrive. Do you know when I can have a jetpack?

R: No, :-)

S: What message are you trying to convey in the illustration?

R: Just to make people think.

S: Talk through the technical steps involved in creating it?

R: I took a picture of a bird made from a friend - drew the outlines and created a helmet with my memories from some films and pictures i saw (also my imagination of space travel).

S: Whats your favorite design in the comp other than your own?

R: 1# and "save the nature" ... I also liked "the tsunami" very much.

Partners

"The Draw" has been co-sponsored by:



The London Design Festival



icon magazine



Copic markers



castle magazine



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