



Image courtesy of Tomer Hanuka.

Illustration Now! Taschen Books, £19.99

ILLUSTRATION NOW!

Illustration Now! is the ultimate showcase for all that is best in the ever developing world of commercial image making. The book presents an international array of ambitious young talent and industry veterans alike, displaying continual innovation and originality. Their many individual styles create limitless possibilities, resulting in what we, as consumers of advertising, fashion, album covers, websites and the like, take for granted as one of the most effective facets of today's commercial landscape.

Editor Julius Wiedemann and award-winning illustrator Tomer Hanuka told me about the ethos behind the book, and their infectious enthusiasm for it. Wiedemann feels that the enormous value of the genre lies in its capacity to be personal - to touch people - along with its ability to communicate complex ideas and stories with simple yet engaging artwork. He believes that there is a blurring now between what one might consider

fine art and what is categorised as illustration. Wiedemann cites two artists, Aaron Jasinski and Jody Hewgill, both represented in the book, whose work exemplifies the difficulty in defining where illustration ends and modern painting begins.

Hanuka says that his great love of the art form stems from being able to encapsulate the symbolism and atmosphere of a complete narrative within a single frame. He employs an utterly original and dynamic language of computer generated colour, and highly sensitive, organic hand-drawn line work to convey the themes within his work. His illustrations can be seen on the pages of such publications as The New Yorker Magazine and Rolling Stone. Influenced by trashy comics and David Lynch films, his success shows that art with a more challenging content is finding wider acceptance.

Coming from Taschen, this visually inspirational book combines affordability with great design. Visit www.taschen.com for more info on this and other related publications. Tomer Hanuka's online portfolio can be viewed at www.thanuka.com. GR