

Lürzer's Archiv publishes 200 Best Illustrators Worldwide

Lürzer's Archiv, one of world's leading specialist magazine for advertising, will publish its fifth edition of '200 Best Illustrators Worldwide' in Q3 of 2014. The book is laid out in various categories, such as 'advertising', 'cards', 'books', 'posters' or 'products'.



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True artists

"Illustrators are the true artists of the advertising industry," says Michael Weinzettl, editor-in-chief of Lürzer's Archive, who carried out the pre-selection. "This industry benefits from their draftsmanship, as they add charming subjects and classic artistic talent to an increasing digital business. Once again we are truly overwhelmed by the variety and quality of the submitted subjects."

The photo book will select the best works of 1000 professional illustrators from 66 countries, who submitted about 5000 subjects for this edition. Germany came first with 592 submitted subjects, Brazil follows with 580, then US in third place with 565 features.

International jury

The international jury will review the submitted works and assess both creativity and draftsmanship of the illustrators.

- Anne Telford (editor-at-large, Communication Arts)
- Craig Frazier (illustration designer, f.e. for NY Times, Time Magazine, The Wall Street Journal, Adobe, US Postal Service)
- Gideon Amichay (founder and CCO of NO, NO, NO, NO, NO, YES, New York, former CCO and joint managing partner at Shalmor Avnon Amichay, Tel Aviv and teacher at the School of Visual Arts in NY)
- Matthew Eve (art/design historian and illustrator)
- Tolga Büyükdoganay (CD and AD, Ogilvy & Mather, Frankfurt am Main, former AD at Demner, Merlicek & Bergmann, Vienna)



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Lürzer's Archive first released its biannual published photo book in 2005. Since then, the 300-page book has enjoyed great popularity and steadily increasing sales figures.

Creative directors, art directors, copywriters and art-buyers use the book to get a comprehensive overview of best illustrators worldwide. The fifth edition can be ordered from selected book and magazine stores, Amazon and www.luerzersarchive.com.