

Monsters Inked

Inside the minds of
The Gods of Monsters

Idea Generation Gallery

8th to 19th April 2009

Private view April 7th



An unveiling of brand new and extraordinary monster illustrations will explore the inner workings of an artist's psyche as the **Idea Generation Gallery** strips bare the art of monsters.

Move over Charles Darwin, this exhibition is leading a unique anthropological monster study – one step beyond for evolution.

The **Monsters Inked** show will explore the development of monster drawings from the deepest, darkest depths of an artist's imagination, on to the sketchpad and finishing on the gallery wall – in an incredible exhibition of more than 100 monster images.

From an astonishing new commission of Pete Fowler's surreal and psychedelic **Monsterism Island** to a world-first display of Rob Steen's visceral **Flanimals**. The exhibition will take an exclusive and remarkable look at the inner-workings of an artist's mind, to find out exactly where mind-boggling monster illustrations come from... revealing the story behind how & why they were created.

Monsters Inked will include:

- The world-first exhibition of 20 illustrations by **Rob Steen** from **Ricky Gervais'** much-loved **Flanimals** book. The show will look at translating illustrations through an artist's personality, from the draftsman board to the finished page of an international commercial smash-hit success.
- A dazzling 800 sq ft vinyl installation of **Monsterism Island** will prove just how far an artist can take the concept of defining monster art – in this case **Pete Fowler**, best known for his work for the Super Furry Animals.
- Artists including Thunderdog, Mick Brownfield and Ray Smith from the **Central Illustration Agency** are also showcasing the world's best illustration and creative talent at **Monsters Inked**. More than 30 illustrations will be on show from nine different illustrators exploring how monsters can be represented through a wide array of radical artistic styles.
- A unique Monsters Den and a thrilling Monster Hunt created by The Monsters Inked Children's Programme Partner – which will let the imagination of the gallery's younger visitors run wild.



Grob Illustrations©Rob Steen, Flanimals©Ricky Gervais



Monster Battle, by Dave Needham. c/o CIA



Monsterism, by Pete Fowler

Stripped bare from birth to page, this is monsters as you have never seen before... this is **Monsters Inked**.

Flanimals Illustrations Make Their Global Debut

Images from the smash-hit Ricky Gervais book *Flanimals* are being exhibited at the Idea Generation Gallery as part of the upcoming *Monsters Inked* show – the first time the illustrations have been showcased in a gallery setting.

The show will explore the development of the images from the draftsman board to the finished page and exclusive prints will be available to buy for the first time.

Rob explained: “These illustrations have never been seen in this sort of environment, so this *Monsters Inked* show was a fantastic opportunity for me. *Flanimals* has been a huge success for Ricky and myself, and this exhibition should open up the books and these images to a whole new audience and also let fans learn so much more about the creative processes that go in to making *Flanimals* come alive.”

More than 20 images from the *Flanimals* book are being exhibited at the *Monsters Inked* show. It will show how the gruesome yet strangely loveable creatures made the transition from Ricky Gervais’ and Rob Steen’s vivid imaginations to the finished page of the smash-hit book, completely stripping bare the creative process.



Clunge Illustrations©Rob Steen,
Flanimals©Ricky Gervais



Landscape, Illustrations©Rob Steen,
Flanimals©Ricky Gervais



Skrole Illustrations©Rob Steen,
Flanimals©Ricky Gervais

Spectacular *Monsterism Island* Feature Wall

A soaring 800 sq ft high installation of *Monsterism Island* by cult graphic artist Pete Fowler will be a breathtaking highlight of the *Monsters Inked* show.

The wall will be a uniquely created island version of Pete’s cult hit *Monsterism Island* – and monsters and creatures from the island will be seen escaping all over the unique Idea Generation Gallery space.

Pete Fowler is known for his work designing the psychedelic world of *Monsterism Island* which has spawned toy figures, clothing and all kinds of merchandising. He is also well known for creating art for the *Super Furry Animals*’ record sleeves. His work has also been featured in trendsetter’s bible *Vice* magazine and used extensively in commercial advertisements for TV and print. Pete has exhibited artworks from paintings to sculptures around the world and in recent months has been dedicated to working on his *Monsterism* project, with a CD of original psychedelic recordings from the *Monsterism* musical explorers to be released in April.

Pete explained: “The *Monsters Inked* show should be the perfect foil for *Monsterism Island*. To look at how different artists define and interpret the idea of being a ‘monster’ is something that is really fascinating – hopefully this show should make a few more people think about it too.”



Monsterism, by Pete Fowler



Dance'o'Death, Monsterism, by Pete Fowler



Monsterism, by Pete Fowler

Leading Illustrators From Around the World Exhibiting

Artists from the Central Illustration Agency will be showcasing some of their finest monster work at the Monsters Inked show.

Artists exhibiting at the show include Andrew Bannecker, Dave Needham, Mick Brownfield, Mick Marston, Martin Haake, Jonas Bergstrand, Ray Smith, Nishant Choksi and Tristan Eaton/Thunderdog Studios.

As well as showcasing some of their best illustrations, a selection of the artists will be engaging with the local communities by leading drawing, art and creative sessions for youngsters and other community groups.

Jonas Bergstrand, an illustrator and graphic designer based in Stockholm, Sweden, said: *“I’ve never been very scared of monsters or ghosts but maybe that’s because I’ve always stayed away from horror movies. And in the house where I grew up we had a see-through staircase and my bed was a solid construction with so no room for monsters to lurk.*

“I’m more interested in the culture and images surrounding horror movies than the actual films themselves. Being frightened is a bad pastime in my mind. For me the fascination for monsters grew from reading Mad magazine as a kid. I loved and still adore the artwork produced by the likes of Jack Davis. His drawings of monsters are still the best there is. I’d kill for a copy of his famous full figure Frankenstein poster. That very image is my favourite monster of all time. That’s one monster I would certainly like to meet face to face here in my own home.”

The artist Nishant Choksi explained his work: *“The Hot Rod piece was a personal piece created for an exhibition. It was loosely based on a old B movie poster called ‘Ghost of Dragstrip Hollow’*

“My interest in Monsters comes from these 1950’s B movies and their movie posters. The posters had wild imagery of outrages monsters from outer space and with the development of nuclear weapons the possibilities became infinite.

“It is great fun exaggerating human attributes and mixing them with another species to create strange worlds / creatures. This vivid imagery always stayed with me and I try with each monster to create my own ‘B movie monster.’”

Alicja McCarthy, Agency Manager at the CIA, said: *“The CIA are very excited to be a part of the Monsters Inked show at the Idea Generation Gallery. Not only is this a great opportunity to showcase some of the finest monsters in the land, but also some of the finest home grown and international talent around.*

“The ‘monster’ idea could not be more suited to those involved even if it tried. The sheer diversity and unique qualities of each artist is something we pride ourselves on, and to be a part of what looks to be one of the finest shows this year, we’re delighted.”



By Tristan Eaton/Thunderdog. c/o CIA



By Ray Smith. c/o CIA



Hot Rod, by Nishant Choksi. c/o CIA

Monsters Inked Children’s Programme

Local schoolchildren are being welcomed in to the Idea Generation Gallery to get involved in the unique Monsters Den, the Monster Gallery Area and the Monster Hunt.

The Monster Den will be a creativity studio incorporating a studio for artist-led workshops in illustration, toy and print. It will also feature wall space, a digital zone for online chat & internet access and a bespoke design studio.

A further addition to the programme will see monsters displayed throughout the exhibition space as part of the Monster Hunt. Youngsters completing the challenge will be given a monsters education pack and a goody bag.

Dates:	8 th – 19 th April 2009	Private View:	7th April, 6.30pm – 8.30pm
Address:	Idea Generation Gallery 11 Chance Street London E2 7JB	Tube:	Liverpool Street or Old Street
Opening Hours:	Monday to Friday: 12pm - 6pm Saturday & Sunday: 12pm – 5pm	Prices:	Free
		First Thursdays:	Open to 8pm

Editor's Notes

Rob Steen - Flanimals

Flanimals is a children's and adults' book written by comedian Ricky Gervais. The book, illustrated by Rob Steen, features 35 different characters described as species of animal which form an imaginary world.

Some of the most famous Flanimals are the Honk, the Grundit, the Puddloflaj, and the Merrimble (both adult and child versions). The cover Flanimal is the Grundit.

The book is published by Faber and Faber, which has also published the sequels More Flanimals, Flanimals of the Deep and Flanimals: The Day of the Bletchling.

Rob's latest work 'Flanimals Pop-Up' is published this Autumn, due out in October 2009.

Pete Fowler - Monsterism

Pete Fowler was born 1969 in Cardiff and is a Welsh artist best known for his artwork for the Welsh band Super Furry Animals. He is a freelance illustrator and "monster creator" inspired by Japanese art, folklore, myths, psychedelia and super nature.

Pete has also completed a number of other projects in the UK and Japan, such as television advertisements (Kia Picanto), as well as having art exhibitions all over the world. He works in a variety of media, including drawing, painting, animation, and sculpture.

His work is done in a postmodern cartoon style and revolves around a central narrative and features a recurring set of characters. The "monsters" Fowler creates all reside on "Monsterism Island." Fowler invents extensive back-stories for his characters; each has its own specific traits and levels of "monsterism." Fowler is most known for his designer toys of his characters, which he himself manufactures with his own company.

In 2006 he created a set of comics about Monsterism Island which have been featured in Vice Magazine. His website features short Flash animations of his characters and Pete is currently working on a short set of animated films.

Central Illustration Agency

The CIA was established in 1983 by the artist/illustrator Brian Grimwood.

The CIA launched, rather spontaneously, with around twenty established artists, resolved in what they were doing and promoting an expressive approach to image making.

In over 25 years, the CIA has grown into one of the most successful and critically respected agencies in the UK with an ever increasing presence worldwide. Its roots remain embedded in raw creativity and originality of thought and its proud to represent some of the biggest names in the industry as well as a healthy stable of emerging talent from all over the world.

The agency's stable includes over 80 fantastic illustrators, and the sheer variety of talents means that it has a style for any project.

Using as varied and innovative a platforms as possible with touring exhibitions, on-line advertising, seasonal festivals, printed ephemera such as the CIA Quarterly, plus the recent launch of its online art paraphernalia & print shop keeps the agency up to date in 'what's out there' in terms of creativity.

Idea Generation Gallery

April 2008 saw the opening of the eponymous gallery, located in the Shoreditch based offices of the company. With a soaring 50 foot wall and over 200 square feet of gallery space, Idea Generation Gallery is one of Shoreditch's biggest exhibition spaces.

Set across two floors, with a dramatic central atrium, the 2,000 square foot space has provided adaptable venue for a wide range of exhibitions and events. The opening exhibition was a 5 year retrospective of the Iraq War in conjunction with Reuters; with hard-hitting images to mark the fifth anniversary of the invasion of Iraq.

This was followed up by a first-class opening schedule; with 'Two Days in the Life' telling the story of two remarkable Beatles photo-shoots, Michael Ward capturing the band in a 1963 photo-shoot on the cusp of their career, and Tom Murray shooting them as world icons in 1968.

The gallery has played host to the first UK exhibition of Rolling Stone staff photographer Robert Altman's seminal 'summer of love' photographs; a series of images capturing one of the most important popular culture movements in history. IG Gallery then had the accolade of being chosen as a venue for the inaugural Concrete and Glass Festival in East London; with the huge walls providing a perfect backdrop for the eight-foot neon canvases of acclaimed UK-artist Tony Gill.

The gallery is currently hosting Root Ginger, which is a study and celebration of red hair by photographer Jenny Wicks, and currently receiving national and international media attention.

11 Chance Street has also proved itself both an impressive and functional venue for photocalls and one-off events. The Fame Bureau hosted two record-breaking music memorabilia auctions; with the sale of items such as Jimi Hendrix's burnt guitar; Jim Morrison's last notebook, and The Beatles' first ever recording contract.

Contacts

For further information / Use of pictures / Interviews with illustrators

Monsters Inked Show

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Ends

Websites



www.ideageneration.co.uk

For:

- Online Press Office
- Client list
- Company contact detail



www.flanimals.com

For:

- Colouring pages
- Making the Flanimals
- Merchandise



www.monsterism.net

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www.centralillustration.com

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