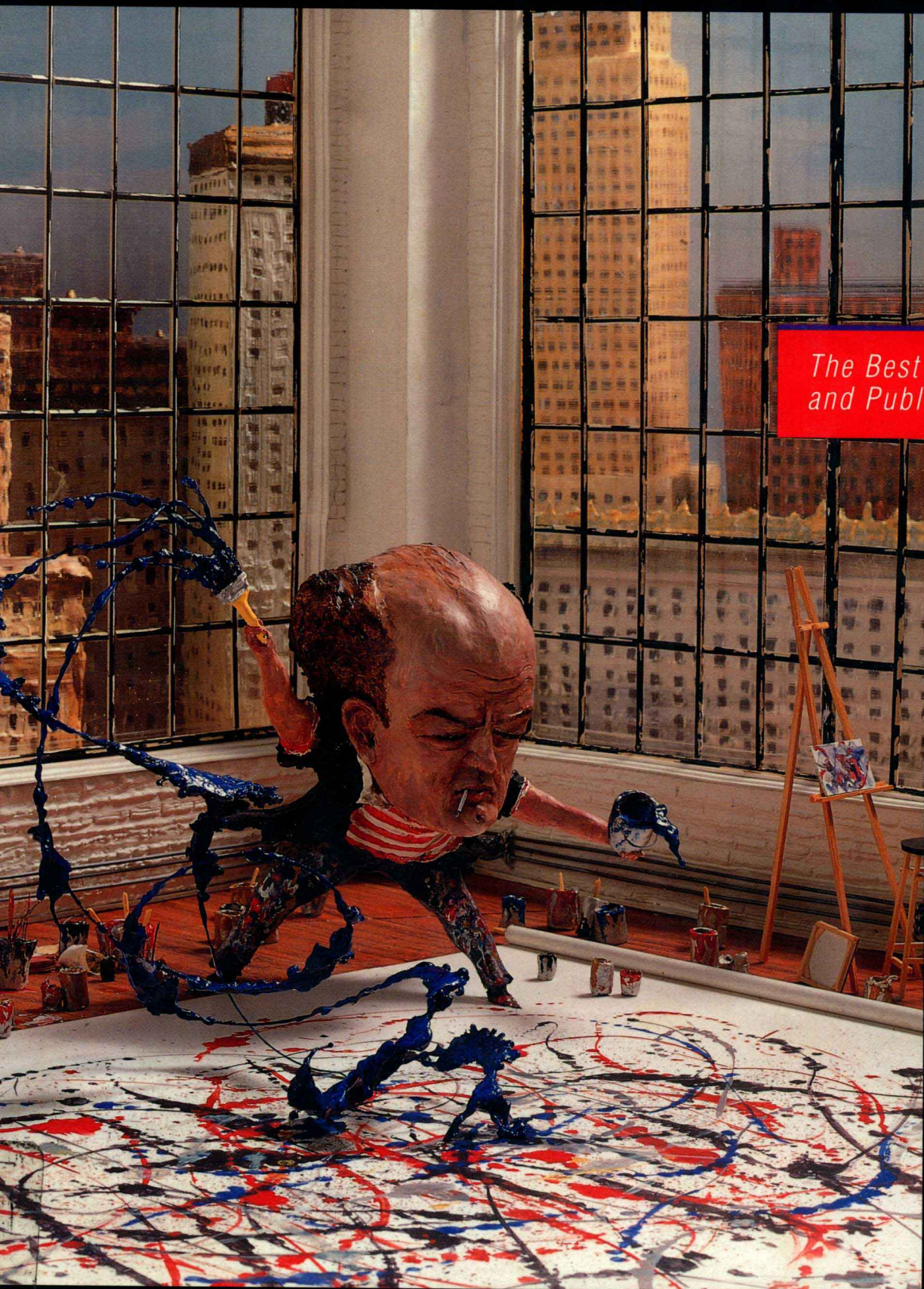


# 3-DIMENSIONAL ILLUSTRATORS AWARDS ANNUAL III

*The Best in 3-D Advertising  
and Publishing Worldwide*





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and Publishing Worldwide*





**CREATIVE DIRECTOR**

Kathleen Ziegler  
Dimensional Illustrators, Inc.

**EXECUTIVE EDITOR**

Nick Greco  
Dimensional Illustrators, Inc.

**JACKET COVER**

Nelson Kane  
Art Spikol, Inc.

**BOOK DESIGN**

Scott M. Fixari  
Hill Design Group, Inc.

**PRODUCTION/SERVICE BUREAU**

Bucks County Type & Design

**SPECIAL THANKS****FOR THEIR LOVE AND SUPPORT**

Ann and Bob Ziegler

**SPECIAL THANKS****FOR THEIR DEDICATED WORK**

Elaine Golak  
Sharon Newman

**COVER 3-D ILLUSTRATION**

Mark Steele  
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617-424-0604

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Ken Clark/Jacket Cover(Front)

Kathleen Ziegler/3-D Illustration Textures  
Pages 14, 62, 72, 88, 144, 152, 174, 178, 192

Debi Harbin/Page 34

Dancing Books Jacket from HBJ Showcase of  
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Produced By Dimensional Illustrators, Inc.  
Southampton, Pennsylvania

Published By Rockport Publishers, Inc.  
5 Smith Street  
Rockport, Massachusetts 01966

Distributed to the book trade and art trade in the  
U.S. and Canada by:  
North Light, an imprint of Writer's Digest Books  
1507 Dana Avenue  
Cincinnati, Ohio 45207  
Telephone: 513.531.2222

Other Distribution By:  
Rockport Publishers, Inc.  
5 Smith Street  
Rockport, Massachusetts 01966  
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PRINTED IN SINGAPORE


Library of Congress-in-Publication Data

3-DIMENSIONAL ILLUSTRATORS AWARDS  
ANNUAL III/THE BEST IN 3-D ADVERTISING  
AND PUBLISHING WORLDWIDE

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Dimensional Illustrators, Inc.  
Southampton, Pennsylvania USA

Rockport Publishers  
Rockport, Massachusetts USA

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PRINTED IN SINGAPORE

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# Cover Illustration

Mark Steele is an artist who creates in 3-Dimensions. A graduate of Boston University School for the Arts, Mark is a Boston based painter, sculptor and 3-D illustrator. 1974 marked the beginning of Mark's inventive experimentation in 3-D illustration. Steele has created numerous portraits of political figures including the fabulous faces of Richard Nixon and the Watergate gang.

He began using color in his portraits and discovered a great sense of theatrics by adding backgrounds and elaborate details. His work has appeared on the cover of the New York Times Magazine, Sports Illustrated, Business Week and Esquire. In 1988, Mark was commissioned to create eight original sculptures for Harvard Magazine including a cover for the 350th anniversary issue.

In the cover illustration of Jackson Pollock, Steele has captured that creative and theatrical "moment" of inspiration. Pollock's brush sweeps into the air and as the paint hangs suspended, the viewer is left wondering whether this could be the artist's master stroke. Steele uses clay and plaster in a majority of his illustrations. His complex sculptures, seem more like paintings, with their use of textures, chiaroscuro lighting, deep space and snap-shot-like images. The lifelike sculptures are painted and backgrounds are added to scale to create spacial depth.

*"3-Dimensional Illustration is all about playing with nature's materials. I like to invent shapes, colors and textures until an image comes to life and confronts our imagination in some novel way."*

**Mark Steele**



3 R D A N N U A L  
D I M E N S I O N A L I L L U S T R A T O R S  
A W A R D S S H O W



THE ILLUSION OF  
3-D ILLUSTRATION



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Fouts & Fowler Gallery/London



New York Art Directors Club





# President's Message

The impact of 3-Dimensional illustration as a viable illustrative medium is undeniably evident in the 3rd Annual Dimensional Illustrators Awards Show. More than 1100 entries were submitted by art directors, 3-D illustrators, modelmakers, animators and students. The Gold, Silver and Merit Awards were received from Brazil, Canada, England, Germany, Holland, Japan, Puerto Rico, Scotland, Singapore and the United States.

Creative directors, cognizant of the influence of 3-D design on the communications market, have embraced 3-Dimensional illustration with renewed vigor. We applaud the ingenious art directors for their innate ability to pre-visualize ideas in the third dimension. Dimensional illustrators continue to produce dynamic 3-Dimensional illustrations for the advertising and editorial print and TV media. These versatile artisans stimulate our senses by their innovative application of 3-D design techniques.

The 3rd Annual Dimensional Illustrators Awards Exhibition was held at the Art Directors Club of New York. More than 350 visual creatives celebrated the New York opening with great enthusiasm. The exhibition marked the first-ever awards ceremony honoring the 11 Gold and 25 Silver Award winning 3-Dimensional illustrators and art directors.

For the second consecutive year, all Gold, Silver and International winners were exhibited at the Fouts and Fowler Gallery in London, England. Art directors, modelmakers, photographers and colleagues gathered to experience the exceptional artistry and technical genius of the world's best 3-Dimensional illustrators. Future plans include an exhibition in Tokyo, Japan.

We congratulate everyone creatively associated with the Dimensional Illustrators Awards Show for their excellence in 3-D design and craftsmanship. Prepare yourself to experience the spellbinding sculptural illusion of **3-Dimensional Illustrators Awards Annual III/The Best In 3-D Advertising And Publishing Worldwide.**

Kathleen Ziegler  
President

Nick Greco  
Vice President  
Dimensional Illustrators, Inc.



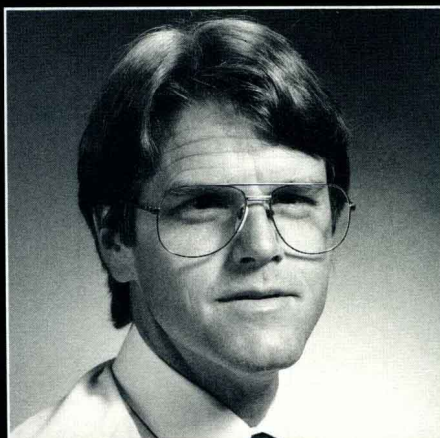


# Judges

Our award winning panel of art directors met at the Art Directors Club of New York to evaluate over 1100 entries submitted worldwide. Their creative expertise encompasses every aspect of the visual communications industry. The award winning selections demonstrate the high caliber of 3-Dimensional illustrations in the advertising, publishing and TV media.

Dimensional Illustrators, Inc. wishes to express their gratitude to all the judges for their contribution to the 3rd Annual Dimensional Illustrators Awards Show. We value their astute judgment, admire their diligent work, and applaud their extraordinary selections.

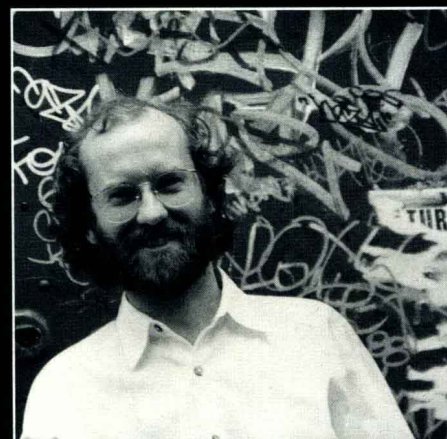




#### ROGER DOWD

Roger Dowd is currently the Art Director of Medical Economics Magazine, one of the nation's leading periodicals for physicians. As head of the Medical Economics art staff, he has pioneered the use of 3-Dimensional illustrations in the publishing industry. During Roger's tenure as an art director at Medical Economics, he garnered numerous industry accolades for outstanding 3-Dimensional design. During his celebrated advertising career, Roger has also been associated with Encore, Essence and Cue magazines.

*"The tangible quality of 3-Dimensional illustration greatly appeals to me. It has a presence that invites close scrutiny and consideration. As an art director, I especially enjoy being involved in the photography. This allows me the opportunity to collaborate in the evolution of the image. Camera angle and lighting are key ingredients that make these beautiful inanimate objects come alive."*



#### CHUCK FINKLE

Chuck Finkle is currently a VP Senior Art Director at Ogilvy & Mather in New York. As Senior Art Director, Chuck has concentrated his creative energies on a variety of accounts including Duracell, Hardees, British Tourist Authority, International Papers, US Census, TWA and Seagrams. He has received many advertising art direction awards including the 3-Dimensional Illustrators Award.

*"As long as it is part of an idea, the eye-stopping power of 3-Dimensional illustration can make for a great ad."*



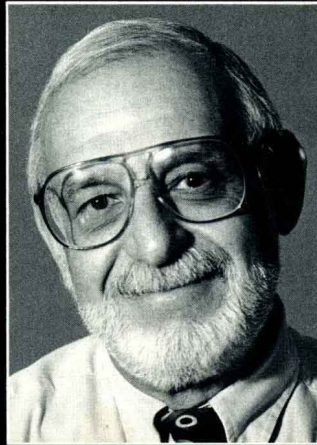


### JERRY HOLLENS

Jerry Hollens is currently an Art Director at the prestigious firm of Saatchi & Saatchi Advertising. Jerry is based in London, but divides his time between the New York and London offices. His international perspective has enabled him to monitor advertising trends on a worldwide scale. His accounts include Silk Cut cigarettes, Castleman, Solid Fuel Advisory Council and Allied Brewery.

Jerry has won many awards including the Campaign Press Award for Silk Cut cigarettes, the Campaign Poster Award for Allied Brewery, the Design & Art Direction Award and the 3-Dimensional Illustrators Award.

*"3-Dimensional illustration creates a different look and feel to a piece of work. The illustration becomes visually interesting and enables it to stand out in the market place."*



### RON MEYERSON

Ron Meyerson is the Cover Art Director and Senior Editor of Newsweek magazine. Since 1971, his design techniques and conceptual strategies have enhanced the covers of this most prestigious news magazine. During his extraordinary career, Ron has art directed World Tennis Magazine, Golf Digest Magazine and MD Publications.

Ron has won more than 160 illustration and design awards including the New York Art Directors Club, the Society of Publication Designers and the 3-Dimensional Illustrators Awards Show.

*"The multi-media imagery of 3-Dimensional illustration adds a refreshing look to graphic design both in texture and concepts. I find it affords more impact and interest for our readers."*



### RUTHANN M. RICHERT

Ruthann M. Richert is the Senior Art Director/Creative Supervisor at BBDO, Worldwide/New York. During her career at BBDO, Ruthann has art directed one of the longest most successful 3-Dimensional paper sculpture campaigns for Hammermill Papers. Her accounts include The Wall Street Journal, The Strohs Brewery Co., Campbell's Soup, Sea-Land, General Electric and Lever Brothers.

During her outstanding advertising career, Ruthann has been honored with numerous industry awards including the Andy Award, the Art Direction 'Creativity' Certificate of Distinction Award, the 62nd New York Art Directors Club Award, the Clio Award, the Desi Award and a Gold Award in the 3-Dimensional Illustrators Awards Show.

*"In a world dominated by 2-D illustration and photography, 3-Dimensional illustration is a refreshing alternative visual design solution in print advertising, publishing and promotion. The one caution, as with any visual solution, is to be true to its technique. The technique should be a solution to a design problem, not a solution looking around for a problem to solve."*

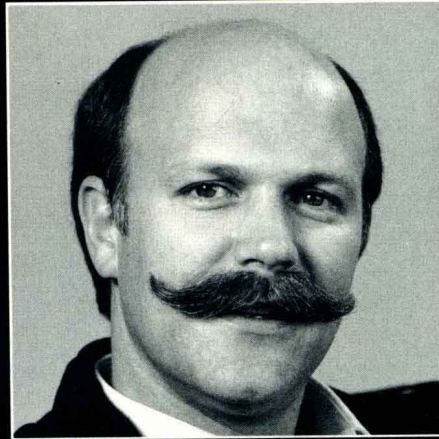




### HERMAN L. VANDERBERG

Herman L. VanderBerg is the Senior Vice President / Director of The Design Group Lowe & Partners. During his distinguished career, his accounts have included The New Yorker, U.S. Rubber, IBM, Coca Cola, Bacardi, Strohs Beer, Standard Oil, Nabisco, Johnson and Johnson, Gillette and Citibank. Herman has won major industry awards across virtually all of his accounts. His awards include The One Show, The New York Art Directors Club, The Clio Awards, Art Direction Magazine and the 3-Dimensional Illustrators Awards Show. In 1988, in gratitude for design work rendered, the Herman L. VanderBerg Fellowship was established at the Fox Chase Cancer Center in Philadelphia, PA.

*"At last! Artists and designers who excel in creating the illusion of depth and distance, as it relates to the advertising and publishing industries, have a viable showcase in 3-Dimensional illustration. It has created a well designed, beautifully reproduced product that not only encompasses unlimited mediums and materials, but the whole world with award winning results."*



### WILL VINTON

Will Vinton, Chief Executive Officer of Will Vinton Productions, is best known as the creator of the stop-motion animation process known as Claymation.® In 1975, he was awarded an Academy Award for best animated short film for Closed Mondays, co-created with Bob Gardiner. Will has won every major award in animation and has made household words out of such characters as The California Raisins® and the Domino's Pizza Noid®.

He has been applying his creativity to new techniques by exploring new mediums in 3-Dimensional animation. Recent work has included bringing Mattel's Barbie® doll to life in "Dance Workout With Barbie," which mixes live action and animation. Paper cutouts, wood, metal and painted backdrops are also being used in various productions.

Will's most famous characters, the wildly successful California Raisins, have been enshrined in the Smithsonian Institute as pop icons. He has also created a new type of Claymation® called "clay cartoons" for the Disney Channel series, "Adventures in Wonderland."

"It is a delight to see 3-Dimensional art regaining a strong presence in our culture. When you look back in history, sculpture has played an incredibly strong role in the lives of people. It seems to have inherent qualities that speak to spiritual appeal. As technology continues to advance, I believe 3-Dimensional artists will lead the way."