

(1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS.

(2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

COMMERCIAL
ILLUSTRATION
商业插画

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劳拉·奥索尔诺(哥伦比亚) 编 宋佳鑫 译

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中国科学技术出版社

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PREFACE

I have been an illustrator for as long as I can remember. Obsessed with picture books, my affinity grew quickly for illustration. My focus was usually on characters. When I decided that I wanted to bring my characters to life, and make a living as an illustrator, I knew it would make me happy, and my work would bring a story to the blank pages of a book. Well, I was half right.

In terms of being happy, that is taken care of – I love being an illustrator. On the other hand, I was wrong to think that my work would be limited to book form. Going beyond books is an aspect that defines my work; in college, I discovered that I could tell my stories on all kinds of surfaces: cars, refrigerators, windows, plush dolls, clothes, guitars, shoes, and motorcycles.

While going beyond book form, and guiding my characters to communicate their message through a diversity of surfaces is important to me, taking my characters passed literal meanings is equally important. Whether with humor or irony, I love the secret and sometimes unclear stories my characters narrating. Secrets that I hold usually manifest themselves when my characters jump from one project to another with nobody noticing but me. I also allow my characters to live in some level of ambiguity; everyone has a different interpretation of them, yet despite different views, they always seem to make people happy.

When I draw, a part of me is at work with the drawing – it is an emotional process. Since my work involves answering design concerns and problems using illustration, I suppose that the emotion is one of everydayness, hence being relatable and accessible to all. Everyday objects: a lamp, a bag, a cup or a bicycle can become amazingly unique with illustration. Where did these characters come from? What is their story? Where do they live? What do they do? Such questions are always circulating in my mind – it is sometimes as simple as that.

I am honored to share these pages with such great artists, each with different styles, perspectives, forms, and imaginations. I think, given the quality of their works, that I can predict we have one thing in common: we all love being illustrators.

Enjoy!

Laura Osorno

前言

从我有记忆开始，我就一直是一名插画师。我沉迷于图画书中，对于插画的喜爱程度也与日俱增。我的焦点通常集中在角色上。当我决定以插画师为谋生职业，过不平凡的人生时，我知道我会快乐，我的作品会让空白书页富有故事性。但是，我只对了一半。

幸福是对工作的专注——我热爱成为一名插画师。在另一方面，我错误地认为我的工作将仅限于书籍的形式。超越了书籍之上是另外一个层面，那使我的工作明确了；在大学里，我发现我可以在各种各样的表面上通过插画来讲述我的故事，如汽车、冰箱、窗子、毛绒玩具、衣服、吉他、鞋和摩托车等等。

当超越了书籍的形式，带领我创作的角色通过各种不同的表面来传递他们的信息对我来说是非常重要的，但使他们传递文字的意义也同等的重要。无论是诙谐还是讽刺，我喜爱秘密以及有时我创作的角色叙述的并不清晰的故事。当我创作的角色在不同情境间跳跃时，我掌握的那些秘密自己会显现出来，而且除了我之外，没人发觉。我也同样允许我创作的角色在某种程度上存在一定的模糊性；每个人都对他们有着不同的演绎，尽管有着不同的视角，但是他们似乎总是能够为人们带来快乐。

当我画画的时候，一部分的我同这些图画一起工作——这是一个情感上的过程。由于我的工作包含了通过插画来回答设计的关注点以及遇到的问题，我想这些情感是日常生活的一部分，因此，对于所有的一切来说是相关的和有归属感的。日常的物品如一盏台灯，一个袋子，一个杯子或是一辆自行车，都能够通过插画将它们变成神奇的独一无二的作品。这些角色都是从哪里来的？它们身上有什么故事？它们住在哪里？它们都做些什么？像这样的问题总是在我的脑海中盘旋——有时它就是那么简单。

我很荣幸能与如此伟大的艺术家们一起出现在这本书中。他们每一位的风格、观点、设计形式和想象力都不相同。我想，通过他们这些上乘的作品就可以知道我们有一个共同点：我们都热爱自己的插画师身份。

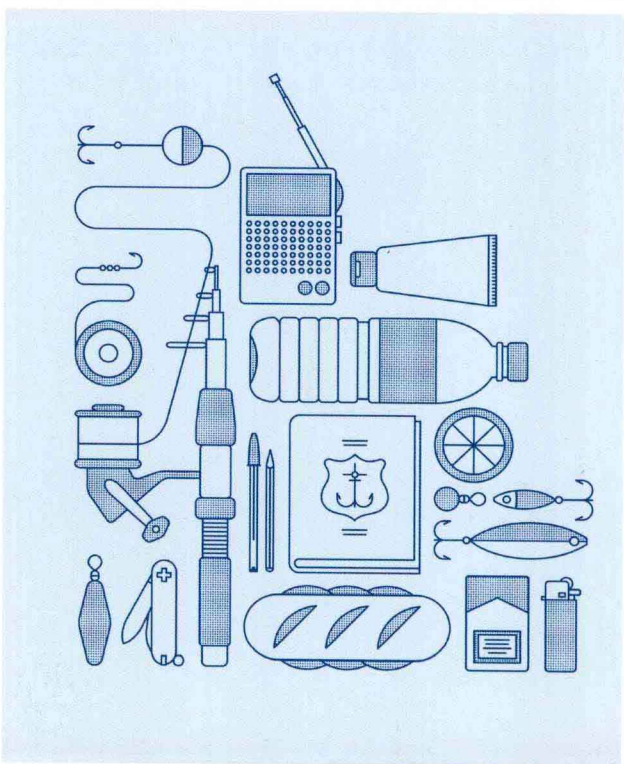
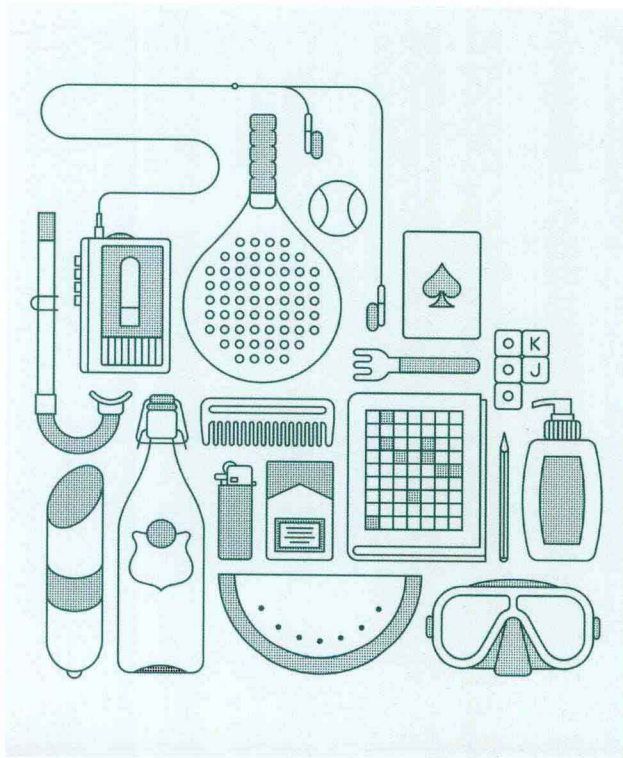
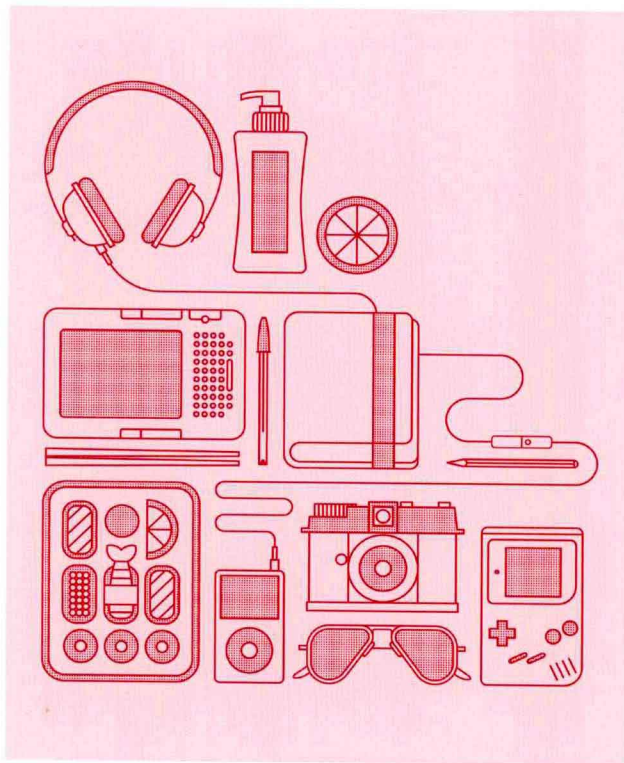
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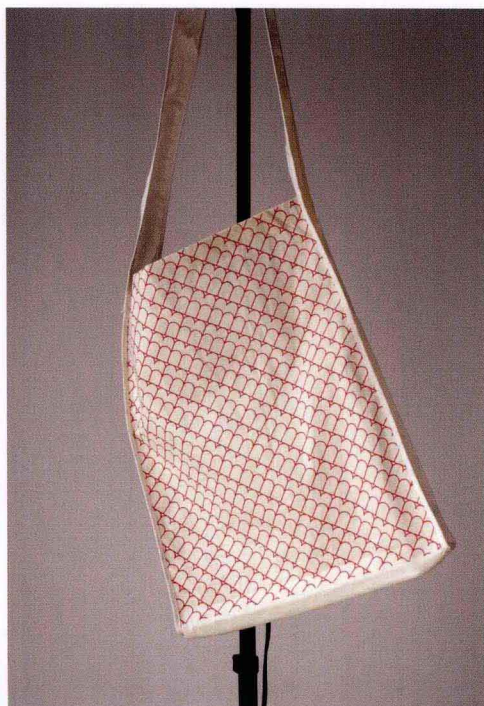
劳拉·奥索尔诺

Atipus设计工作室沙滩包

Design Agency: Atipus **Client:** Atipus **Nationality:** Spain **Date:** 2011

设计机构：Atipus设计工作室 客户：Atipus设计工作室 国家：西班牙
完成时间：2011年





Summer Colecion Laura Osorno 2008

劳拉·奥索尔诺2008夏季系列

Designer and illustrator, Laura Osorno, teamed-up with Walnut Studio to create a fantasy inspired collection of baby clothes. The collection includes onesies, shirts, bibs, totebags, and pins, further focusing on illustrated characters. The characters were even included on printed labels, packaging, and detailed sleeve design.

Design Agency: Laura Osorno / Walnut Studio Client: Laura Osorno Photography: Camilo Echeverri

Nationality: Colombia Date: 2008

这一项目的设计师和插画师劳拉·奥索尔诺与瓦尔纳特设计工作室组成团队合作设计了一系列以幻想为灵感的儿童服装。该系列包括婴儿连体衣、T恤、围嘴、手提袋和别针，更加专注于插画图案。这一图案甚至还包括了印制的标签、包装和细节的袖子设计。

设计机构：劳拉·奥索尔诺/瓦尔纳特设计工作室

客户：劳拉·奥索尔诺 摄影：卡米罗·伊彻莱锐

国家：哥伦比亚 完成时间：2008年







· Nike, 2010 World Cup Series

耐克2010年世界杯系列

Shop Around was asked to design t-shirts, bags, shoes and a ball for the Nike, 2010 World Cup Series. Because this job involved a lot of typography the designers immediately thought of Lennard Schuurmans. The 'Oranje Leeuwen' logo was placed on the inside of the official shirt the Dutch soccer team. This job was particularly fun because Lennard's illustration was placed in the Nike ID store. People from all over the globe could customise their shoes with the visuals the designers created.

Design Agency: Shop Around **Client:** Nike UK **Photography:** Lennard Schuurmans

Nationality: UK **Date:** 2010

Shop Around 商店要求为耐克2010年世界杯系列设计T恤、背包、运动鞋和一个足球。由于这项工作包含了许多印刷图案，所以设计方立即想到了伦纳德·舒尔曼斯。“橙衣军团”的徽标被印制在荷兰足球队的官方T恤上。这一次的设计工作尤其的有趣，因为伦纳德的插画被放在了耐克的定制商店中。全球的人们都可以使用设计师设计的视觉形象来定制属于他们自己的鞋子。

设计机构：Shop Around 商店 客户：耐克英国公司 摄影：伦纳德·舒尔曼斯 国家：英国

完成时间：2010年



Package for TOGETHER Project of Society27

27社团“在一起”包装设计

TOGETHER came to push further co-creation process by involving as many people as possible from Society27 community in their project. The most appreciated submission came from one of the finest illustrators out of Italy - David Sossella. He presented the idea of the project TOGETHER as 27 characters interconnected to each other, as being one. From there, Archabits created packaging prototype. - a roll cylinder where you put the t-shirt in and after you unpack it you can use the roll as a poster on your wall. This was a requirement from Society27- a second use of the package.

Design Agency: ARCHABITS

Client: Society27

Photography: Dimitar Inchev

Nationality: Bulgaria **Date:** 2012

“在一起”通过让尽可能多的27社团团体的人参与进他们的设计中来，推进了进一步的共同创造的进程。最受赞誉的提案出自于全意大利最好的插画师大卫·索西拉之手。他展示给大家的“在一起”的创意是将二十七个人物互相连结在一起，做为一个整体而存在。从这里出发，ARCHABITS设计工作室创作了包装的原型——一个卷起来的圆筒状包装，你可以将T恤衫放在里面，当你打开包装后，可以将这个卷筒铺开作为一张海报挂在墙上。这出自于27社团品牌的要求——要使包装能够被二次利用。

设计机构: ARCHABITS设计工作室

客户: 耐克英国公司

摄影: 27社团品牌

国家: 保加利亚

完成时间: 2012年







为家乐福设计的购物袋。在2009年，家乐福（大规模连锁超市，在西班牙已开设超过三百家）开始开展行动支持环保，其中一家开始停止使用收银台提供塑料袋，提倡用可回收的和能够重复使用的购物袋来代替。作为与之相应运动的一部分，“对环境伸出援手”，比约恩·莱被委托基于“树木”的主题去设计一款可重复使用的拉菲亚树图案的环保袋。这一设计面临的挑战是创作一款连续的插画能够无缝的包裹在整个环保袋上。

设计机构：Aristu&Co设计工作室 客户：家乐福 国家：西班牙
完成时间：2009年

Bag for Life

袋领生活

Bag design for Carrefour.

In 2009 Carrefour (hypermarket chain with more than 300 stores in Spain) started developing actions supporting the environment, and one of which was to stop giving away plastic bags at the check out, promoting instead the use of recycled and reusable ones. As part of the corresponding campaign, "Lend a Hand to the Environment", the designer was commissioned to design a reusable raffia bag based on the theme of "Trees". The challenge with this project was to create one continuous illustration that seamlessly encompass the whole bag.

Design Agency: Aristu&Co Client: Carrefour Nationality: Spain Date: 2009

