

The 12th
第十二届

Hiii Illustration

国际插画
International
Awards

www.hiiibrand.com
postmaster@hiiibrand.com

截止时间
03.25
15:00
Deadline

征集开始
Call For Entries



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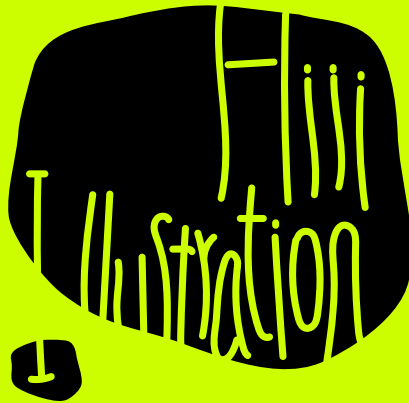
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ABOUT



The "Hiii Illustration International Competition" has been officially renamed as the "Hiii Illustration International Awards". This award calls for illustration works from illustrators, creative agencies, teachers and students all over the world. It aims to discover outstanding illustration talents at home and abroad, commend excellent illustration works and promote the development of the illustration industry.

Since 2012, the Hiii Illustration International Awards has been held for twelve consecutive years. During this period, more than 60 international judges from five continents have been invited to participate in the review work, and a total of more than 30,000 entries from over 100 countries or regions have been received. After more than ten years of development and accumulation, the Hiii Illustration International Awards is one of the few heavyweight illustration awards in terms of the scale of participation, the quality of works and the influence in the industry in the Asia-Pacific region and even globally.

Hiii Illustration 2024, the 12nd Hiii Illustration International Awards, has five categories: A – Commercial Application, B – Publication, C – Children's Picture Book, D – Uncommissioned Work, and E – Animation. The award will go through a three-round strict review process to select awards in each category and give commendations.

Winning or being shortlisted in the Hiii Illustration International Awards is undoubtedly a great honor.

<https://www.hiibrand.com>

KEY DATES

1. Deadline

March 15, 2025

※ The deadline for the above is 23:59 (UTC/GMT+0).

2. Judging

The First Round: April–June 2025

The Second Round: June–August 2025

The Third Round: August–October 2025

※ Candidates whose entries make it through the first round judging will be notified from April to July 2025 and asked to provide some necessary information, and pay the entry fee for the second round of judging.

※ Candidates whose entries make it to the third round of judging will be notified from August – October 2025 and will be asked to provide some additional information.

3. Announced (TBD)

The Longlist: August 2025

The Shortlist: October 2025



Olaf Hajek

Illustrator, Artist

Location: Berlin, Germany

Web: www.olafhajek.com

Olaf Hajek was born in Rendsburg, Germany. After he finished his degree in graphic design at the University of Applied Sciences in Düsseldorf, he moved to Amsterdam and began to work as a freelance artist.

Olaf primarily lives and works in Berlin, but travels frequently and is represented by an agency on nearly every continent.

A technically perfect illustrator, he creates enchanting visual patterns, scenes and creative characters in which nature and artifice are intertwined. Olaf collects mental images everywhere he goes: on his travels, in magazines, or on the internet.

African traditions, Indian temple art, South American folklore, and pop culture are all expressed in new ways in his almost surreal tableaux.

He plays with motifs of flora and fauna, archaic symbols and current themes, working them all into his pieces in great detail and vibrant colour.

His personal work has been exhibited in solo exhibitions in Hamburg, Munich, Berlin, Atlanta and Cape Town.



Nathan Fox

Illustrator, Comic Book Artist
Chair at MFA Visual Narrative
Department of SVA

Location: New York, USA
Web: www.foxnathan.com

Nathan Fox was born in 1975 in Washington D.C.. Raised from the age of five on the suburban outskirts of Houston, an early addiction to Cartoons, Commercials and Video Games led to a lifelong exploration of Narrative Art and the over-stimulation associated with his generation. In the hopes of making such an addiction his full time job, Nathan left Texas for Missouri where he attended the Kansas City Art Institute.

What followed over the next four years can only be described as an eye opening experience compared to the somewhat quiet Southern upbringing. The discovery of Anime, Yoshitoshi's Yukiyo-e Prints, Sideshowes and Comics would lead him down the happily twisted path he still follows today.

After graduating from the Kansas City Art Institute in 1997, Nathan pursued Illustration from Milwaukee, Wisconsin for the next two years with little result. Frustrated with pursuing editorial illustration and working as an offset pressman, he and his wife moved to New York City in 2000 where Nathan attended The School of Visual Arts Illustration As Visual Essay Graduate Program. Those two years of graduate study would prove to be the most fruitful as Nathan has been freelancing full time as an illustrator and storyteller ever since. His work has appeared in The New York Times Newspaper and Magazine, Interview, The New Yorker, Rolling Stone, Wired, ESPN Magazine, Print, Entertainment Weekly, Mother Jones, Spin, Mad Magazine, MTV Store Windows and Tshirts, Burton US Open 2009, Instant Winner and REAL Skateboards, DC Comics, Vertigo, Dark Horse Comics, Marvel and many other publications and mediums.



Karlotta Freier

Illustrator, Animator

Founder of Illustrators Acquainted

Location: New York, USA

Web: www.karlottafreier.com

In 2021, she graduated from the MFA Illustration as Visual Essay program at the School of Visual Arts in New York and has since collaborated with a wide range of magazines and brands, such as The New Yorker and Hermès. Meanwhile, she has been teaching illustration at the China Academy of Art and regularly talks as a guest speaker at several universities across the USA and Europe, such as RISD and Parsons. She has exhibited her work at exhibitions and festivals around the world. Her work has been acknowledged by the Art Directors Club with a Cube in 2018 and a Pencil for Best Illustration Portfolio in 2021.



Charles Hively

Founder and Design Director,
3x3 Magazine

Location: New York, USA
Web: www.3x3mag.com

Charles Hively is an award-winning creative director, art director, ad agency founder, graphic designer, sometime copywriter and former illustrator. In addition to founding 3x3, The Magazine of Contemporary Illustration, he serves as design director as well as handling those duties on its sister publication Creative Quarterly. In addition to overseeing the 3x3 International Illustration annual, he is launching the 3x3 Collective in 2024, a curated group of illustrators who will be promoted on a weekly basis. Celebrating its 20th year, the magazine continues to profile leading illustrators from across the globe.

Hively is also an author and active lecturer on college campuses in the United States, Canada, Great Britain, Switzerland and Austria and industry events including founding the New York Nuts & Bolts Conference for young illustrators. He has received honors from Print, HOW International Design Annual, Applied Arts, Communication Arts, AIGA, Society of Publication Designers and the Society of Illustrators.



Carlo Giordanetti

Creative Director at Swatch
International
CEO of The Swatch Art Peace
Hotel

Location: Switzerland / France
Web: www.swatchgroup.com

Carlo Giordanetti is member of the Product & Design Committee of Swatch Ltd.

As the CEO of the Swatch Art Peace Hotel in Shanghai, he is in charge of developing the project as a strategic element of the overall brand program.

From 2012 to 2019 he has been Creative Director at Swatch, responsible for a unified brand message across product, communications and retail.

Carlo brings extensive experience at Swatch, merging his creative approach with a focused business eye. Besides supervising all creative aspects of the Brand, he has been responsible for the Swatch & Biennale di Venezia projects over 6 Biennale editions, for designing and implementing the Planet Swatch Museum at Swatch HQ, for developing collaborations with Louvre, Centre Pompidou and MoMA as well as other cultural institutions. He manages all artists' projects and special projects such as charity and social ones. He is the spokesperson of Swatch International.

For ten years (1987–1992 and 1995–2000) he served in a variety of positions, including Vice President, Marketing, contributing actively to numerous projects involving art, brand-building events, new product development and the Atlanta 1996 Olympic Games.

He was also a member of the team that founded both the Milan and New York design labs of Swatch.

He came back to Swatch from Montblanc (2007–2012), where he established the position of Creative Director for all product groups. Previously, as Co-Founder and Creative Director of Brand DNA (2000–2007), he specialized in the development of branding concepts and brand (re)positioning in the luxury goods market.

From 1992–1995 Mr. Giordanetti worked at Piaggio, makers of Vespa scooters, where he established a new retail concept and directed the company's first international communications campaign.

He is fluent in several European languages and has lived and worked in Milan, Florence, New York, Paris, Hamburg, Zurich and now Bern.

Within Swatch Group, from 2016 to 2021, Mr. Giordanetti has served as President of CALVIN KLEIN, Watches & Jewelry.

RULES & AWARDS

1. Eligibility

A. Eligibility Criteria

- a. Any illustration works, first created or published from April 2022 through April 2025 are eligible.
- b. Entries may be from any country in the world.
- c. Entrants can be illustrators/groups, creative agencies, publishers, teachers or students.
- d. There are 10 entries each illustrator can submit.
- e. The organizing committee does not accept any AI (artificial intelligence technology) created or modified works.

B. Requirements

a. Single Entry

The single entry can be with just one illustration.



b. Series Entry

The series entry can include no more than 10 different illustrations.



c. Entry for Children's Book

Each entry for Children's Book category should be 6 illustrations and 1 cover.



d. Entry for Animation

Each entry for Animation category can include no more than 3 different videos.



RULES & AWARDS

2. Categories

A. Commercial

Illustration works that were commissioned by clients, have been put into production or application.

Examples: advertising, design, product, packaging, place or space, fashion, textiles, gaming, apps, social media, television and web, billboards, cd covers, posters, labels, etc

B. Publishing

Illustration works that were commissioned by clients, have been published or issued.

Examples: books, editorial, covers, magazines, newspapers, comics, handmade books, zines, other publication (including digital formatting), etc.

C. Children's Book

Children's book illustrations for children under 16.

C-1 Published

Children's books published publicly from April 2022 to April 2025.

C-2 Unpublished

Children's books that have not been publicly published prior to April 2025.

D. Uncommissioned

Uncommissioned illustration works, or commissioned ones, but haven't yet been put into production, application or publication.

Examples: Self-generated work, Self-promotion, Experiment, etc.

E. Animation

Illustrative works that are commissioned by clients or independently created. They produce dynamic visual effects by continuously playing a series of static images or frames and can be used for display in various forms.

Examples: animated gifs, short or long – form film animations, character animations in games, advertisement shorts, animations on social media, animations in applications, website animations, animations in augmented reality or virtual reality, etc.

RULES & AWARDS

3. How to Enter

A. On Line

01 Upload



Go to the Hiiibrand

<https://www.hiiibrand.com>

a. Click on "Entry Now".

b. Complete the submission step by step.

02 Pay

All payments must be done on line

Only Paypal is available.

B. Via Email

01 Send



Please send the entries files to us

postmaster@hiiibrand.com

a. Please fill in the Entry Form.

b. The image files and video files.

02 Waiting

The committee will reply to the email once it has been sent to assist in completing the submission and payment.

Normally it takes 5–7 working days.

※ You can choose to use either A or B the way to entry.

RULES & AWARDS






4. Cost

A. The First Round

April–June 2025 / Free

B. The Second Round

June–August 2025 / Charged

 \$20 Single Entry  \$40 Series Entry  +  \$60 Children's Book  \$60 Animation

C. The Third Round

August–October 2025 / Free

※ Candidates whose entries make it through the first round judging will be notified from April to July 2025 and asked to provide some necessary information, and pay the entry fee for the second round of judging.

※ Entry fees paid by participants are not refundable under any circumstances.

RULES & AWARDS

5. Awards

The Grand Prix – 1	
Jury Award – 5	
The Best of the Best – 20	
The Merit Award – 100	
The Finalist – 300	

※ The numbers of winners in each category will be adjusted according to the quality of entries.

RULES & AWARDS

6. Winner Package

Winners will be offered the following benefits.

A. Award certificates

Electronic certificates are available free of charge.
Paper certificates only upon request and payment.

B. Hiii Illustration winner label

Use of the Hiii Illustration label for the whole lifecycle of your award-winning work.

C. Online exhibition

Presentation of the award-winning product on the Hiiibrand website with images and text as well as a video clip.

D. Winners exhibitions

There will be series exhibitions of Hiii Illustration in different cities.

E. Further services

The Winner Package also includes the Hiii Illustration Trophy, the Hiii Illustration books, the creation of a clip for the Hiii Illustration winners and the media support.

※ Total costs: from 150 USD

RULES & AWARDS

7. Statement

01. The organizing committee has the right to refuse to receive the works which will be thought of considering offensively moral, politics or religion.

02. The entrants should be the original authors of their works, and ensure the copyright.

03. If a work has the intellectual right or copyright dispute, the organizing committee will cancel the qualification of the entry right. The entrants must undertake all the consequences. The entrants should ensure the organizer not to relate to any copyright or other intellectual right dispute for using of the works. The organizer has the right to exhibit, and publish (including digital publish) all the works.

04. The organizing committee does not accept any AI (artificial intelligence technology) created or modified works, once found, the organizing committee has the right to cancel their entries and the participant will bear the corresponding consequences.

05. Entry fees paid by participants are not refundable under any circumstances.

06. The committee reserve the right to amend this statement at any time without without notice.

07. Any outstanding matters relating to this competition are subject to further rules and interpretation by the committee.

08. By completing the submission, the entrant tacitly acknowledges the above regulations, rules and related matters. And there is no need to sign other written agreements separately.

CONTACT

Web www.hiiibrand.com

E-mail postmaster@hiiibrand.com

Facebook www.facebook.com/hiiibrand

Twitter www.twitter.com/hiiibrand

Instagram www.instagram.com/hiiibrand

ENTRY FORM

CATEGORY (FILL IN)	
A – COMMERCIAL	
B – PUBLISHING	
C – 1 CHILDREN'S BOOK – PUBLISHED	
C – 2 CHILDREN'S BOOK – UNPUBLISHED	
D – UNCOMMISSIONED	
E – ANIMATION	

PRODUCTION INFORMATION			
TITLE			
ILLUSTRATOR(S)		COUNTRY / REGION	
		WEBSITE	
AUTHOR(S)		COUNTRY / REGION	
		WEBSITE	
CLIENT / PUBLISHING		COUNTRY / REGION	
		WEBSITE	
MEDIUM AND SIZE			
CREATIVE YEAR			
DESCRIPTION (300 CHARACTERS MAX.)			
ILLUSTRATOR(S) RESUME (300 CHARACTERS MAX.)			
AUTHOR(S) RESUME (300 CHARACTERS MAX.)			

CONTACT INFORMATION	
CONTACT NAME	
CONTACT MAIL	
TEL	
ADDRESS	
FACEBOOK	
INSTAGRAM	

※ Please fill in the sheet in English as more as you can. Thank you!

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