

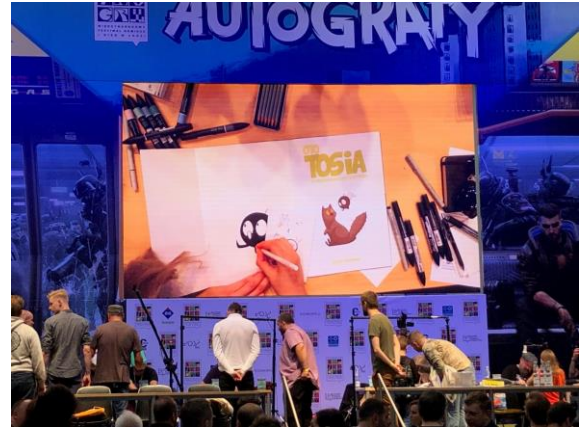
Festival of Comics in Łódź

Colart Poland

By Jakub Kopek

On the last weekend of September, Colart Poland partnered with one of our retailers and Wacom Poland for the 30th International Festival of Comics in Lodz, the biggest comics event in Poland and Central-Eastern Europe, which is visited by over 20 000 comic enthusiasts ever year.

What we found particularly interesting was the cooperation with Wacom. Wacom is the global leader of electronic drawing and painting instruments. They produce drawing and painting tablets. The audience had a chance to try both traditional drawing using Winsor & Newton tools and electronic drawing using tablets within one shared space. Comparing both traditional and electronic drawing was an interesting experience for lots of visitors.





Here is what happened at the festival:

- We had Winsor & Newton presentations and drawing battles planned on stage as well as live drawing by the festival's official guests (comic drawers and colourists).
- The festival workshop space was branded "Winsor & Newton Workshop Space" in all printed materials and onsite. It was equipped with Winsor & Newton graphic tools.
- A drawing contest choosing a #traditional or #digital medium and competing for a prize of 96 Promarkers and a Wacom tablet.
- A separate stage was built for guests giving out autographs. The artists' desks were equipped with Winsor & Newton graphic tools.



During the festival, we also had the opportunity to present our products to a lot of artists, most of them from Poland but also quite a few from abroad (especially from Portugal).

Below is the list of names of just a few of them, including such a huge comic icons like Mr Rosinski the world famous creator of the Thorgal series:

- Grzegorz Rosiński - ARTIST, "Thorgal", "Yans", "Le Grand Pouvoir du Chninkel", "Les complainte des lands perdues"
- John Layman - WRITER, "Chew", "Batman Eternal", "Detective Comics", "Judge Dredd Vs. Aliens Vs. Predator"
- John Higgins - ARTIST, "Watchmen", "Judge Dredd", "Future Shock"
- Mick McMahon - ARTIST, "Judge Dredd", "Slaine"
- Ricardo Cabral - ARTIST, The Lisbon Studio: "Terrea", "Evereste", "City Stories: Łódź", "Loose Tips"
- João Tercio - ARTIST, The Lisbon Studio, "Março Anormal"
- Nuno Saraiva - ARTIST, The Lisbon Studio, "Tudo Isto é Fado", "Filosofia de Ponta"
- Marta Teives - ARTIST, The Lisbon Studio, "Os Regressos"
- Bogusław Polch - ARTIST, "Funky Koval", "Expedition", "Witcher",
- Cyril Pedrosa - ARTIST, "Trois Ombres", "Equinoxes" „Portugal”, „The Golden Age”.
- Marcelo D'Saleta - ARTIST, "Angola Janga - Kingdom of Runaway Slaves"
- Michel Koeniguer - ARTIST, "Misty Mission", "Bomb Road"
- Boulet - ARTIST, "Dungeon"
- Unka Ody - ARTIST, "Brom"

Art of DC Dawn of superheroes

As a follow-up from the festival, Winsor&Newton is also partnering with the exhibition „Art of DC. Dawn of superheroes”, which covers over 1000 m2 filled with exhibits attracting fans of Batman, Superman, Wonder Woman and other DC superheroes.

Visitors will see original comic boards and props from the iconic film adaptations as part of the vast DC Universe. After Paris, London and Abu Dhabi, the exhibition is visiting Łódź – City of Culture. The exhibition „Art of DC. Dawn of superheroes” will be presented in the historic Machine Hall EC1.

Winsor & Newton and Warsztat Artysty (our retailer) are organising an art education programme for the exhibition, a series of workshops, demos and presentations. The estimated audience of exhibition is 60k of which many will take the opportunity to join the additional activities.