#13
information & 2018
inspiration guide
version:



JIN308BOEKIE

HOW?

You can compete in the stArt Award by making a minimum of five illustrations for BoekieBoekie:
Greek Heroes.

WHO?

For art academy students and debutants illustrators*

*If you are working as a professional illustrator longer then 5 years or graduated prior to 1 August 2013, you are not considered a debutant according to the regulations and are not eligible to enter the competition.

WHAT?

A place of honour in BoekieBoekie and a check for:

Grand prize **► € 750**

2nd prize **₹ 250**

The work of the country winners and the (inter)national nominees will be published in BoekieBoekie: *Greek Heroes*.

WHEN?

- You can submit your work until January 7th 2018.
- Year round worldwide lectures & masterclasses
- 5 March 6 April: voting open for Audience award

WHERE?

- 25 29 March: presentation at the International Children's Book Fair Bologna, Italy
- ◆ 26 May: stArt Award-giving ceremony and children's book Greek Heroes at Rijksmuseum van Oudheden Leiden (Netherlands)*

DO IT!

Sign up* via the webshop at winkel.boekie-boekie.nl Registration fee:

- **● € 35** (individuel)
- **● 190** (group, max 10 persons)

Information exhibition: rmo,nl



Welcome to the 2018 stArt Award
Rotterdam, 1 September 2018

Dear stArt Award participant,

Welcome to the 13th stArt Award, the competition for emerging illustrators. This mockup is a working document that has been created especially for you as an entrant in the competition. It contains the stories that you can choose to illustrate.

The theme of this year's stArt Award is *Greek Heroes*, inspired by the exhibition of sculptures from Ancient Greece that is taking place in the Dutch National Museum of Antiquities in Leiden between 16 June 2017 and 2 September 2018 (see rmo.nl/tentoonstellingen/studio-rmo).

Your mini-edition on Greek Heroes

To compete in the stArt Award, you will set yourself a sample assignment and make a mini-edition of *BoekieBoekie* containing at least five illustrations, including the illustration for the cover.

In this document one story is presented to inspire you and give you an idea of how much space is available for your work in each story. You can choose to illustrate multiple stories or articles, but you can also elect to focus on just one*.

BoekieBoekie annual

Greek Heroes is the second *BoekieBoekie* annual. It offers an introduction to Greek mythology for beginners. The idea is to create a unique collection of stories and images with plenty of discover, which will inspire children and adults alike to delve deeper into the world of Greek myths.

The book will contain short stories, poems, plays, comics, non-fiction and mythical activities, created by around 30 different writers and 30 illustrators, with the work of the stArt Award participants making up a significant proportion of the publication. Children will also help to make the Greek Heroes publication – after all BoekieBoekie is made for, by and with children.

Presentation for the jury

As a stArt Award participant, you will present your work in a single PDF file. The expert jury will evaluate your submission based on ten selection criteria. They will compile a top 20 and a top 10 and choose three winners. The children's jury will evaluate the expert jury's top 20 submissions and choose its own three favourites, as well as one winner.

Finally, the public will be able to vote for one of the 20 nominees. People will be able to vote online on social media, and visitors to the Bologna Children's Book Fair will be able to fill out a ballot.

This means that, in theory, you can win up to three prizes — although one illustrator is yet to have won several of the awards up for grabs. But who knows, in 2018 you might be the lucky one to pull that off for the first time!

Publication and presentation

The work of the nominees and winners will be presented as follows:

- 1 The work of the 20 nominees will be presented as a travelling exhibition, which will be displayed at various venues, including the 2018 Bologna Children's Book Fair.
- 2 The work of the 20 nominees will be promoted on social media and published in BoekieBoekie's digital magazine and the BoekieBoekie agenda for 2018-2019. In addition, sketchbooks will be printed with the 20 nominated cover designs.
- 3 The work of the 10 nominees and winners will be published in the BoekieBoekie 'Greek Heroes' annual.

The award ceremony

The award ceremony will take place on 26 May 2018 in the Dutch National Museum of Antiquities. It will be a special event with performances by children, writers, illustrators and musicians. But the 20 stArt Award nominees are the real stars of the show. In a brief 2-minute movie, they will present themselves, and the expert and children's juries will explain their picks. At the end of the programme, the winners will be announced.

But that's a long way off right now. First it's time to get to work!

The BoekieBoekie team wishes you a lot of fun making a mini-edition of BoekieBoekie.

Best wishes,

Jet Manrho

Editor-in-chief and founder of BoekieBoekie



*After registration you will recieve the mock-up will all the texts.

The state of the s

To get off to a flying start, you can book a workshop or lecture. If you are too far away to attend in person, you can also arrange a Skype meeting.



This year the BoekieBoekie stArt Award is being presented for the tenth time. More entrants than ever, from both home and abroad, have bent over the adventures of Alice in Wonderland. The task of illustrating poems inspired by Lewis Carroll's book has led to a highly varied field of more than a thousand illustrations. But how to judge them?

How does a story start for an illustrator? One of the world's most famous, Eric Carle, whose creations include The Very Hungry Caterpillar, is very clear: it starts with the words. Once he has the words written down, he folds the paper until he has a 32-page book, then sketches and sketches until he's found the right rhythm for his story. But what does he think about while drawing? "I always strive for the simple solution," Carle says. But that's easier said than done.

Another grandmaster of illustration, Quentin Blake, has a similar point of view. You can find his best tips in his book: What Does an Illustrator Think About?

Besides these specific pointers, he also mentions a number of more general concerns: "Are the drawings good enough? Do the people look convincing? Am I drawing with the
right materials? And sometimes also am I ever going to get these drawings
finished in time?"

Looking at the submissions for the stArt Award 2015, it really is an interesting question. What did the entrants think when they read about a girl chasing a white rabbit? What did they think when that girl went from sitting on a bank with her sister to splashing around in the Pool of Tears? What did they make of her encounters with the caterpillar, the March Hare, the Queen of Hearts with her flamingo, the lobsters and all the other fantastic creatures? Did they think about who they were illustrating Alice for?

Quentin Blake advises illustrators to ponder their characters. Illustrating

is not doodling. A good illustrator creates plausible characters who have been captured at just the right moment. The illustrator also has to think about where in the book or magazine the illustration is going to end up and who the illustration is for.

The 107 participants in the stArt Award have worked hard to make brandnew worlds for Alice in Wonderland. That's not easy, because since the book appeared in 1865, hordes of illustrators, and later film-makers too, have dedicated themselves to her adventures, with varying success. There's not just one Alice. You might think that in the meantime everyone knows what Alice looks like - blonde, with a light-blue dress, a white apron and patent leather shoes - but there are still stubborn illustrators who resist Walt Disney's stylistic straitjacket and still produce a convincing Alice - a redhead, perhaps.



Despite the wide range of submissions, the more than thousand drawings did have something in common. The artists had all done their best to create their own Alice. Thank goodness illustrators dare to be original. In recent years, BoekieBoekie has proved itself as a platform for daring, idiosyncratic art that fits perfectly with an international tradition in children's illustration.

Illustrators like Moomins creator Tove Jansson of Finland wrote their own highly individual stories, while others like the Netherlands' Fiep Westendorp illustrated the stories of others, her work perfectly capturing Annie M.G. Schmidt's non-conformist world. In Annie M.G. Schmidt's story, the green button is the button you're not allowed to press. Abel does it anyway, of course, and flies off in his lift. Abel isn't punished for his curiosity. On the contrary, children who dare to go off the beaten track are rewarded - just as there's a reward for illustrators who aren't afraid to reinvent the wheel and so give new meaning to stories that have already been told a thousand times.

That is the essence of illustration: creating new meaning through an original, unexpected picture which is still comprehensible to everyone. That's quite a task, especially for beginners. Besides being able to draw, art academy graduates need to master a number of skills. You want to be an illustrator, but do you have the organisational ability? And the creativity and communication skills?



the theme With Alice in Wonderland:
1 Oona Mäkelä, 2 Aniek Bartels,
3 Cliff van Thillo, 4 Julia Kluge

Can you think your own work through and look at it critically? Should an illustrator think about all these things? Or are they better off just concentrating on their work? Isn't that difficult enough? What's more, the profession changes rapidly. It's like that now and it was like it sixty years ago too. When Ouentin Blake was sixteen - in the late 1940s - he submitted his first drawings to the satirical weekly Punch. He still had to start his literature studies at Cambridge. When he began drawing, most people didn't have a TV set. The BBC was mainly a radio broadcaster. Illustrators were the tone-setters in a flourishing visual culture.

More and more in the second half of the twentieth century, illustrators became artists. Their artwork became more expressive and less just a picture to accompany a story. Illustrators became more autonomous: though still rooted in reality, their drawings became increasingly expressive emotionally.

Twenty-first century visual culture goes far beyond illustrations and that has great consequences. We know Harry Potter better as a movie hero than as a character in a novel. In 2015 illustrations go beyond two dimensions. Illustrators who stick to paper alone have some fierce competition.

And yet children still know the Quentin Blake illustrated books Matilda and Charlie and the Chocolate Factory. As well as The Witches, The Twits and The Fantastic Mr Fox. Children still read The Very Hungry Caterpillar and all those other books by Eric Carle. Fiep Westendorp's Jip and Janneke and Tow-Truck Pluck are still alive and kicking too.

Young readers have also been introduced to amazing new characters through

the work of a new generation of illustrators: Sara Fanelli, Ted van Lieshout, Gerda Dendooven, Carll Cneut, Marit Törnqvist, Kitty Crowther... They have all published in BoekieBoekie.

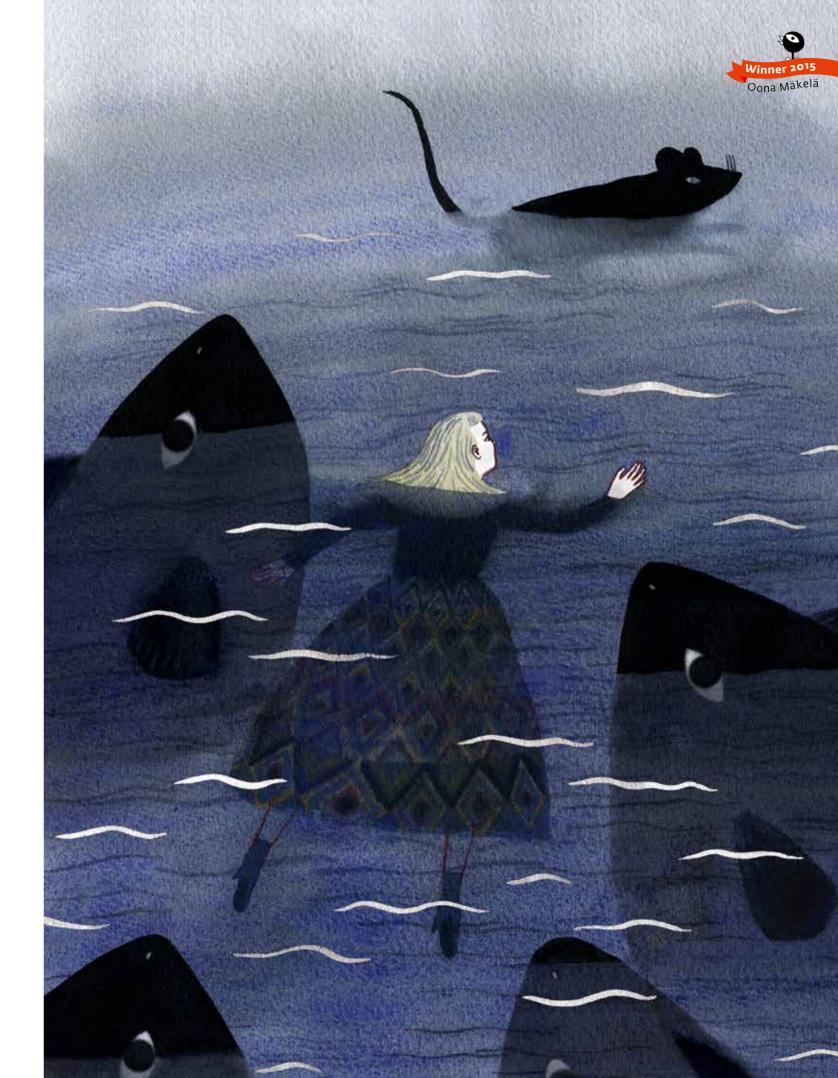
What have these illustrators done so well and what do they continue to do so well? Besides being different and original, their illustrations never hinder readers. Despite their brilliance and depth, they don't distract readers from the story.

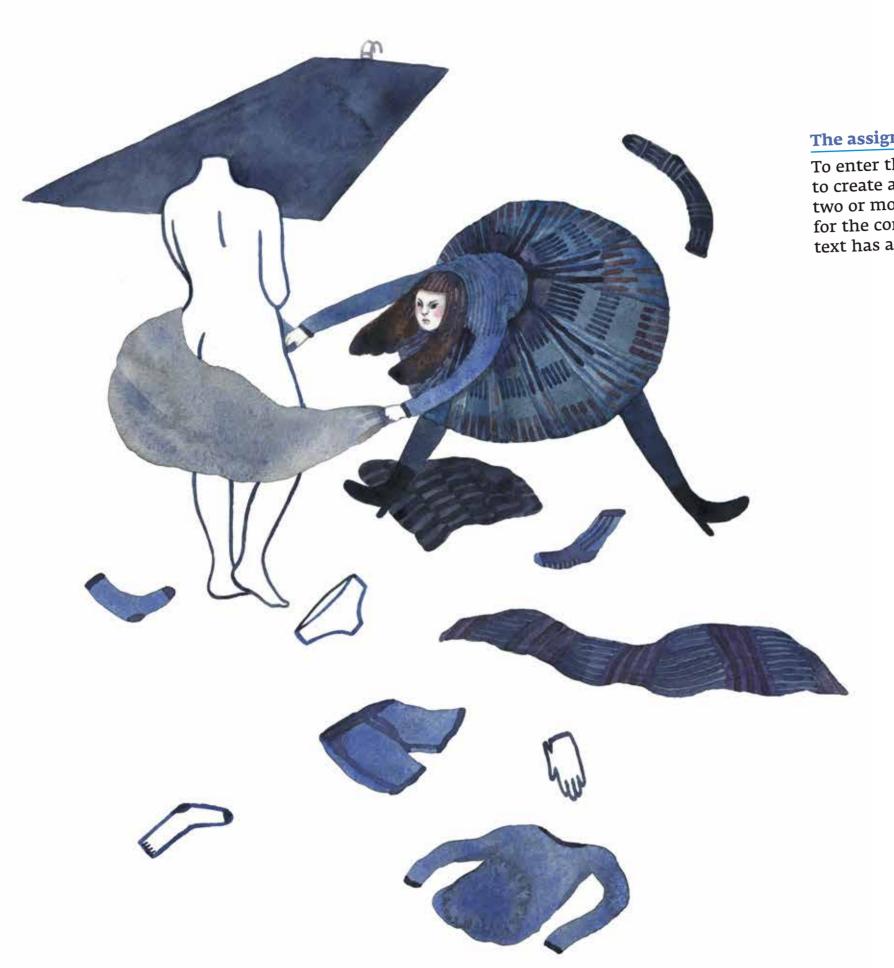
Carle's work is on show in a museum and Quentin Blake's is on show in the museum he helped found. You can encounter the work of other illustrators in museums too. That's not the most important reason they're taken seriously. Carle and Blake are still read and looked at and that's what matters. They thought long and hard. About their characters, their moments and their pencils, but also about where in the book the drawings will be reproduced and if they have captured the right atmosphere.

Within their careers, which have now spanned more than half a century, these considerations have been decisive. It doesn't matter whether the work was applied and in the service of the text or idiosyncratic and autonomous. They did it their own way and that turned out to be the right way.

A good illustration is different and individual, transparent and plausible. But there's no formula and that's a good thing too. Every illustrator has to reinvent the wheel. You won't be greeted with open arms and that's not a problem. You can do it all your own way.

Gert Jan Pos Translation: David Colmer





The assignment

To enter the stArt Award you have to create at least five illustrations by two or more texts especially written for the competition. The titles of the text has also to be handwritten.



stArt Award criteria

The judge of the stArt Award will judge each work by using the following 10 criteria.

Craftsmanship

- 1. Professional: suitable for target audience: the readers of BoekieBoekie age group: 8-13
- 2. Technical mastery
- 3. Constant high quality

Content

- 4. Communicative: does it have an impact on the reader: amuse, astonish, frighten
- 5. Believable: does the image combine with the text
- 6. Appealing: does it draw you in, do you read further
- 7. Intriguing: do you keep looking, is there more to see
- 8. Depth: is it more than just illustrative. Did the illustrator add something.

Style

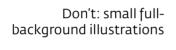
- 9. Own style and handwriting - creative capacity
- 10. Original: innovative – surprising



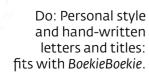














Don't: a standard or stock image







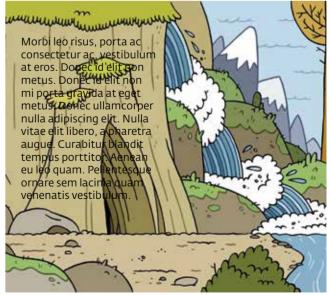
Don't: (computer typography

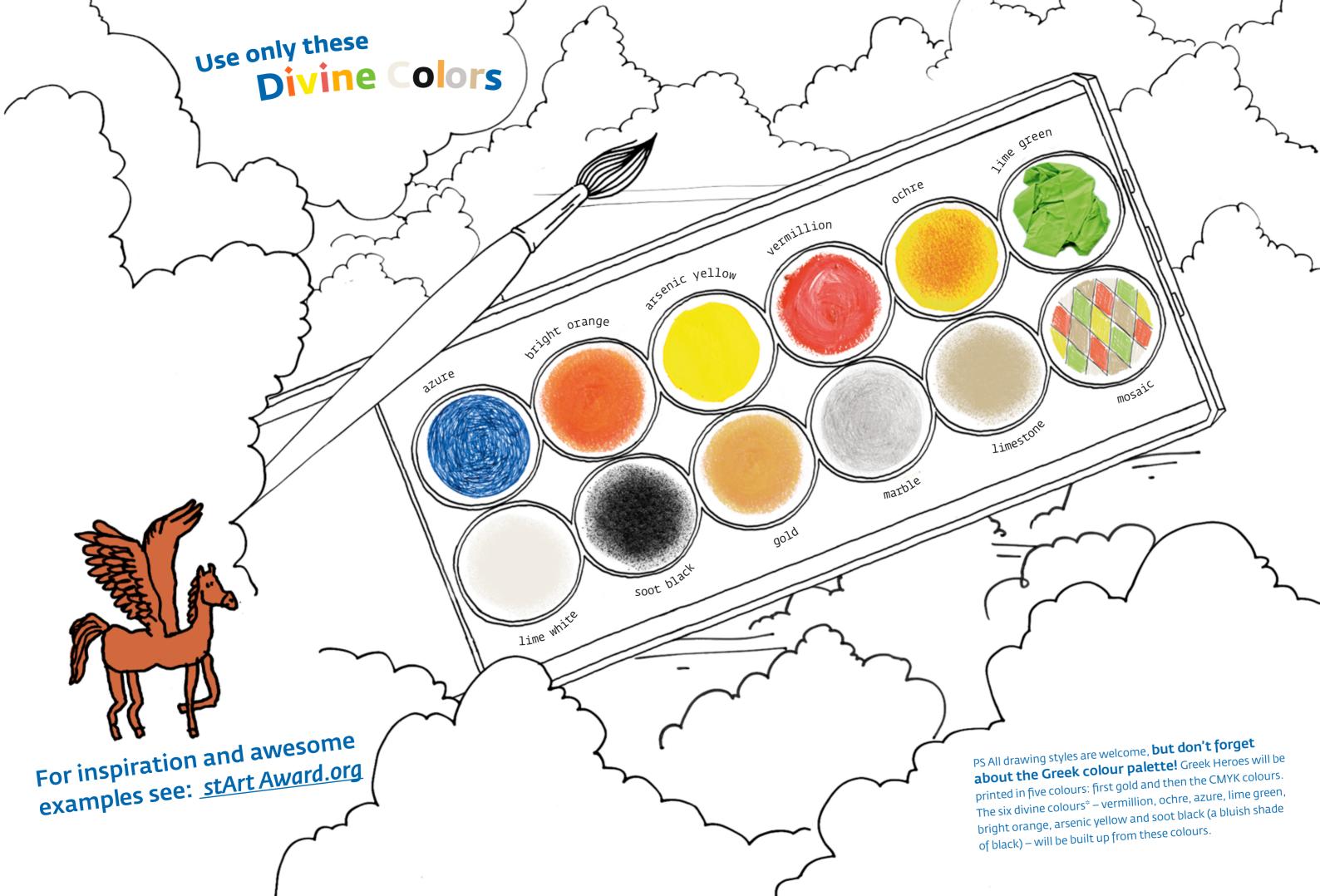


Do: light colours under a text



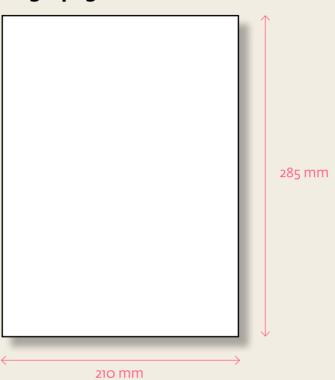


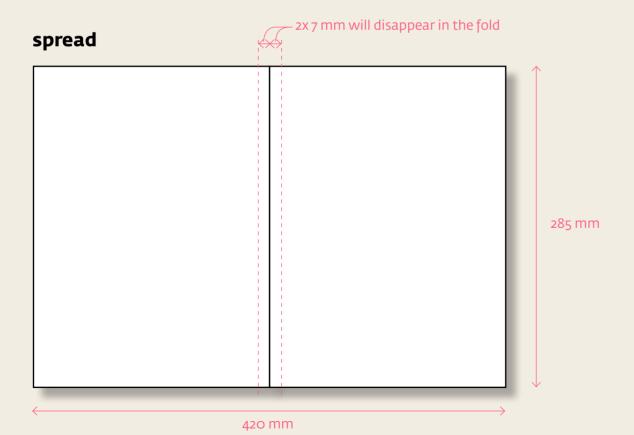




sizes and borders

single page





If your illustration fills the page, 5 mm or runs to the border, give your border illustration a 5mm border. This will be cut-off after printing. 5 mm

cover



overview of the assignments

2

Guess Who?

illustration(s) for the board game







Spread with free illustration

of your favourite Greek Myth



This is me 5



barcode has to be somewhere

in the bottom

BOEKIEBOEKIE

Greek Heroes

Do not forget: the logo and Do not forget: the logo and the handwritten title Greek Heroes has to be integrated into the illustration.

Assignment 2 of Greek Gods

Gallery of Greek Gods

fly leaflet



on the fly leaflet





Assignment 3 choose text(s) to illustrate

You will receive the texts after registration

Make at least 2 spot illustrations by one or two tow

- Als ik bij mijn vader in de stad ging wonen, werd 't het Dominicus Gymnasium.
 Daar kende ik niemand.
- 5. Als mijn broer niet zijn twee wiskundeproefwerken maakte en zijn aardrijkskundewerkstuk, moest hij van het Albertus Lyceum af. Dan moest hij bij mijn vader gaan wonen en naar Scholengerneenschap Het Kompas.
- Ik wist niet of ik zonder Arne bij mijn moeder wilde wonen. Ik wist niet of ik überhaupt wel bij mijn moeder wilde wonen. Ze was aardig, en ze was mijn moeder, maar ze huilde nogal veel de laatste tijd.
- Ik wist ook niet of ik bij mijnvader wilde wonen. Mijnvader had Anneke, zijnvriendin. Anneke was aardig, en ze lachte veel, maar ze was niet mijn moeder.
- Ik wist niet of dit nu zeven verschillende zorgen waren of eigenlijk gewoon één heel grote zorg.

Er werd geklopt. 'Marit?' vroeg oma op de gang.
'Verveel je je? Je kunt me helpen in de tuin,
als je wilt.'

lk graaide snel een boek van de plank boven het bed. 'Nee dank je,' zei ik. 'lk ben aan het lezen.' Oma deed de deur open. '*Naar het middel punt der aarde*, van Jules Verne,' zei ze. 'Goh. Dat heeft je vader wel dertig keer gelezen.' Toen oma weg was, bladerde ik in het boek.

Toen oma weg was, bladerde ik in het boek. Het was blauw met gouden letters erop, en behoorlijk ouderwets. Het ging over een geheimschrift en een gekke professor en diens

neef die via de krater van een vulkaan naar het middelpunt van de aarde reizen. Echt iets voor mijn vader. Die was dol op schatkaarten en speurtochten en geheime tunnels en zo. Ik wilde het boek dichtdoen om weer naar het plafond te staren. Maar toen zag ik dat er een paar woorden met potlood omcirkeld waren, ergens bij de twintigste bladzijde. Het was een naam: Ame Saknussemm.

Om half een 's nachts sloeg ik Naar het middelpunt der aarde dicht. Ik had gegeten en ik was naar de wc geweest en had mijn oma geholpen met de afwas, maar verder had ik alleen maar gelezen, die dag. Ik begreep zelf niet waarom. Nog nooit had ik een boek uitgelezen dat ik zo saai vond. Misschien kwam het alleen maar door die naam, die telkens in het verhaal opdook. Arne Saknussemm. Dan blijf je doorlezen, als je een broer hebt die Arne van Saksen heet.

Ik sloop de trap op en klopte drie keer zacht op de deur van de gele logeerkamer. Mijn broer hoestte als antwoord. Onze geheime code. Toen ik de deur openduwde, zag ik dat ook hij het plafond van zijn kamer lag te bekijken. Geen korrelige blauwe verf hier, maar gele schrootjes. De laptop lag dichtgeklapt op het bureau.

lk liet de omcirkelde naam in het boek zien. 'Hé,' zei Ame. Meer niet.

lk stond daar te staan, met het boek in mijn hand.





'Anders nog lets?' vroeg Arne.

'Ga je nog een keer aan dat werkstuk beginnen?' gooide ik eruit.

'lk weet niet,' zei Ame. 'lk zie wel.' Hij deed zijn ogen dicht.

Ik had mijn hand al op de deurkruk gelegd toen ik het bed hoorde kraken. Arne was overeind gekomen. 'Bij wie ga jij wonen?' vroeg hij. Hij trok raar met zijn mond. Alsof hij wilde laten zien dat het hem niks kon schelen waar ik ging wonen. Maar waarom vroeg hij het dan?

'lk weet niet,' zei ik. 'lk ziewel.' Dat was flauw van me. Maar daar had ik zin in, om verdomme ook een keer flauw te doen.

Die nacht kon ik alweer niet slapen. Het kwam door dat i diote boek. Als ik mijn ogen dichtdeed, had ik het gevoel dat ik in mijn eentje in een donkere gang lag. Net als Axel, de neef van de gekke professor. Maar als ik mijn ogen openhield, verbeeldde ik me dat ik op een blauwe onderaardse zee dobberde, met onder mijn vlot prehistorische monsters. Het was ook of ik de hele tijd wat hoorde, onder me. Een vaag gesuis. Alsof het waaide onder mijn bed.

lk knipte het lampje op mijn nachtkastje aan. Ik ging toch zeker niet de hele nacht hier blijven liggen, te bang om me te bewegen, als een klein kind?

for an illustration



Assignment 4
Spread with
free illustration
of your favourite Greek Myth



Assignment 5 This is me

The children's jury would like to know a little bit more about you. You can write a brief bio, but you can also answer several or all of their questions listed below. You could also turn it into a comic!

The children's jury has a lot of questions for you!

- ⊚ What inspired you to become an illustrator?
- How did you learn to draw? Was there someone who taught you, or anything that helped you to teach yourself?
- ⊚ Where do you like to draw?
- Who do you prefer to draw with?
- ⊚ What kind of material do you prefer to work with?
- ⊚ What does your colour palette look like: black-and-white, dark and gloomy, some colour or bright and exuberant?
- ⊚ Do you start out sketching on paper or do you prefer to draw on the computer?
- What do you find special about drawing?
- ⊚ Do you draw your own emotions/feelings?
- ⊚ Do you have any drawings that you never show anyone?
- What do you feel you could improve about yourself?
- How did you find only being able to work with the 'divine colours' for BoekieBoekie?
- ⊚ How did you find out about BoekieBoekie?
- ⊚ Do you like BoekieBoekie?
- What do you think kids like more: dark and scary or bright and cheerful?
- ⊚ Who is your favourite illustrator?
- What is your favourite book?
- ⊚ Have you ever made a picturebook before?
- ⊚ Can we find more of your work online?
- ⊚ Has your work received a lot of attention?
- ⊚ Is there anything we've forgotten to ask that you'd like to tell us?

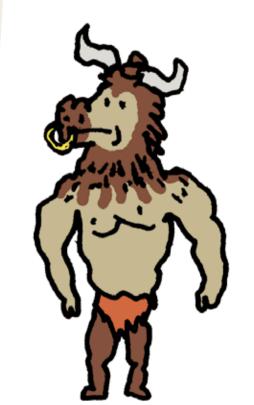
Thank you for answering our questions. We're very excited to see your work!

On behalf of the Children's Jury, Anaïs and Magali Wiersma (8) (11)

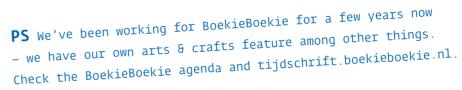




Self-portrait



Tip: Portray yourself as a character from Greek mythology!



PPS On 26 May 2018 we will announce the winner of the 2018 Children's Jury prize at the Dutch National Museum of Antiquities in Leiden. Who knows — it could be you! That's why we're keen to learn more about you so that we'll be able to introduce you to the audience at the award ceremony.



Checklist

What?

Make a series of at least five illustrations

- 1 standalone illustration for the flyleaf $\$ 2 standalone illustrations to go with a story or article from this mockup
- ☐ 1 single- or double-page illustration to go with a Greek myth of your choice
- ☐ 1 cover illustration with typography (front and back)
- ☐ Handwritten titles for the text(s) you have chosen to illustrate
- One or several sketches of the illustrations you are submitting
- A brief bio tell us a little bit about yourself

When?

Send your PDF via www.boekieboekie.wetransfer.com no later than 7 January 2018.

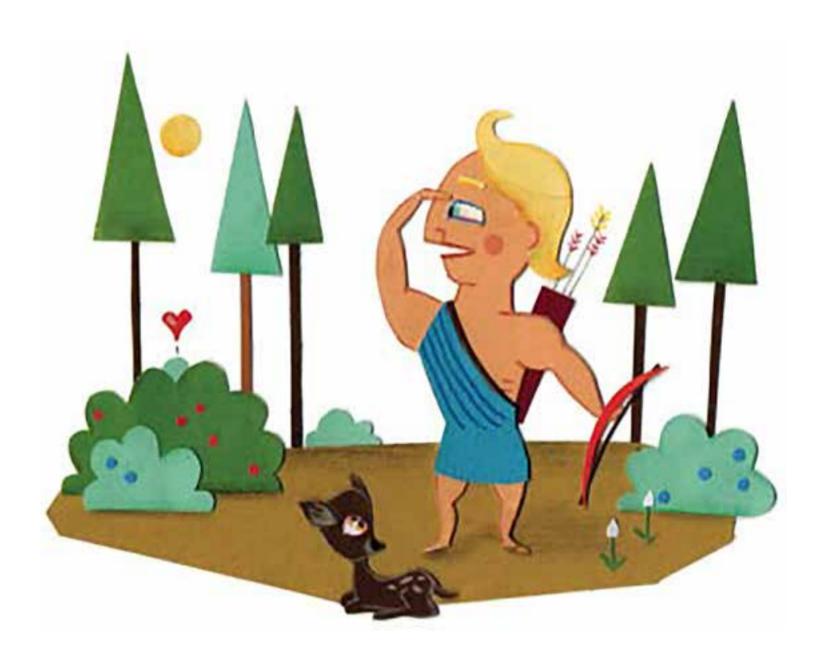
You will receive a download confirmation by 9 January. Only work submitted via www.boekieboekie.wetransfer. com will be accepted as an official submission and assessed by the jury.

Note this down in your calendar

How?

Make a mini-edition of BoekieBoekie and send it as a PDF

- ⊚ Make or scan all your work in high resolution.
- ⊚ Compile all your work into one PDF.
- ⊚ Send your work as a mini-edition of BoekieBoekie (max 10 MB)
- ⊚ Make all your illustrations in high resolution (300 DPI). Save them as PSD files and use multiple layers.
- ⊚ Compile all your work into one PDF and save it as a low-resolution PDF. Use the setting "Smallest file size".
- ⊚ If your work has been selected by the jury, you will receive instructions on how to send your image material in high resolution.



COLOFON

The creators of BoekieBoekie: PRODUCTION:

Jet Manrho (editor-in-chief) **DIGITALISATION**: Marc Gijzen **DESIGN**: Xander Wiersma

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Anaïs and Magali Wiersma

ILLUSTRATIONS:

Jeroen Funke, Steef Wildenbeest WRITERS: Lida Dijkstra, Hein van Dolen, Imme Dros, Mary Heylema, Jet Manrho, Linda Vogelesang, Bette Westera., Robert Wolfe TRANSLATERS: David Colmer, Sarah Timmer Harvey, Emma Rault WORK BY CHILDREN MADE AT THE NATIONAL MUSEUM OF ANTIQUITIES (RMO): Anne, Charlotte Damme (11), Robert Moris, Serfina van

Damme (9), Laurens van Gorkom (11)

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BoekieBoekie – the magazine for kids who love to have fun – since 1991. www.boekie-boekie.nl & www.startaward.org

ISSN 0926-3985 NUGI 211

How to start?









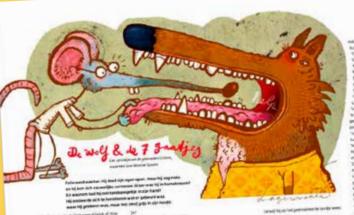
Try several lay-outs and make sketches by hand.



Look & See:

- Which sketch should be used?
 • What is the story?
 • How will the story end?





And the final Illustration!

BoekieBoekie and by children

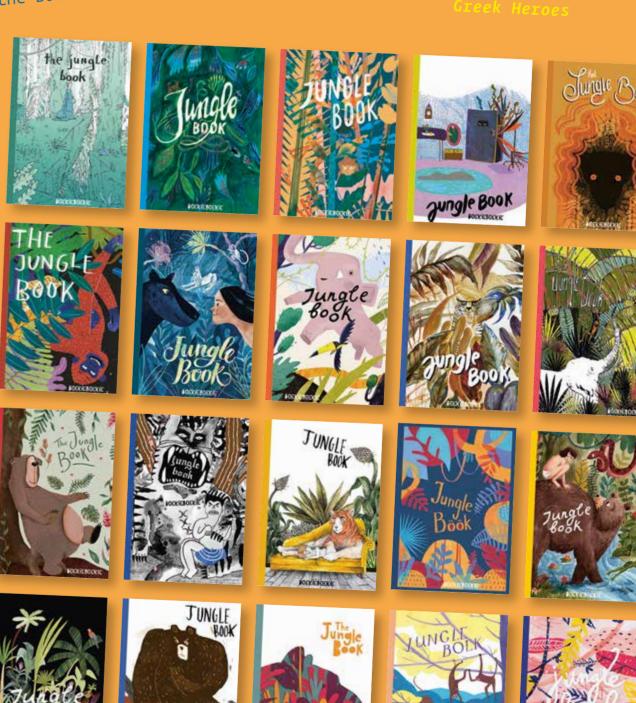


MEDUSA

Get inspired by the Jungle BoekieBoekie!



- ⊚ Series of 20 different sketch books
- Page(s) in the BoekieBoekie planner 2018-2019









2014





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Production: Jet Manrho (editor-in-chief) & Xander Wiersma (design)



Much more then a contest!

The work of the ten

(inter)national nominees will be

Published in the BoekieBoekie annual

• presented at the International Children's

• published in the digital publications of

published on the site boekie-boekie n

startaward.or

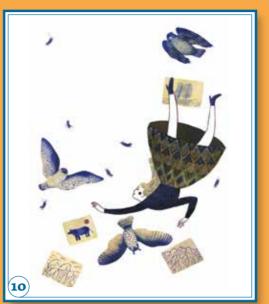
















→ Hall of Fame S

stArt Award:

Winners

(12) 2017

(11)

2016

Zwolle

10

2015

9 2014

Oona Mäkelä

Ben Bauchau

Aart-Jan Venema

CABK/ArteZ, Academie voor

beeldende kunst en vormgeving,

KASKA, Royal Academy of Fine Arts, Antwerpen (België)



Iene Bons

CABK/ArteZ, Academie voor beeldende kunst en vormgeving,



Tinne Driesen

Sint Lucas, Hogeschool voor Wetenschap & Kunst, Antwerpen (België)



Jesse Strikwerda

KASKA, Royal Academy of

Fine Arts, Antwerpen (België)

CABK/ArteZ, Academie voor beeldende kunst en vormgeving, Zwolle



2013

Lea Vervoort

AKV/St. Ioost. Breda



Steef Wildenbeest

CABK/ArteZ, Academie voor beeldende kunst en vormgeving, Zwolle



Merel Cremers

AKV/St-Joost, Den Bosch



2009



2008

Inge Bogaerts

Sint Lucas, Hogeschool voor Wetenschap & Kunst, Gent (België)



2007

Jan van Doornspeek

CABK/ArteZ, Academie voor beeldende kunst en vormgeving, Zwolle

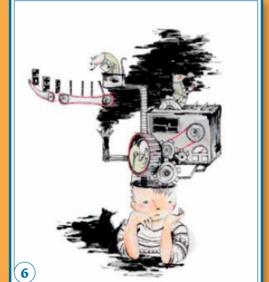


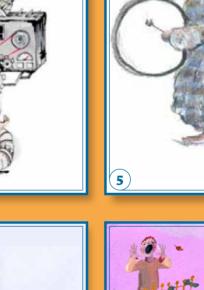
2006

Sünne van der Meulen

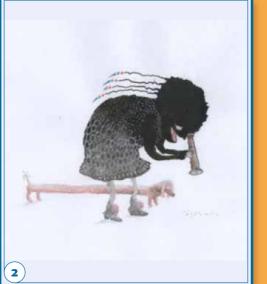
Academie Minerva, Groningen



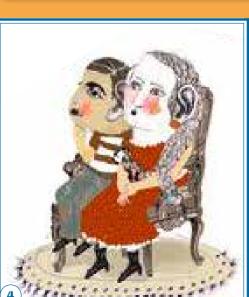












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StArta Starta



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