

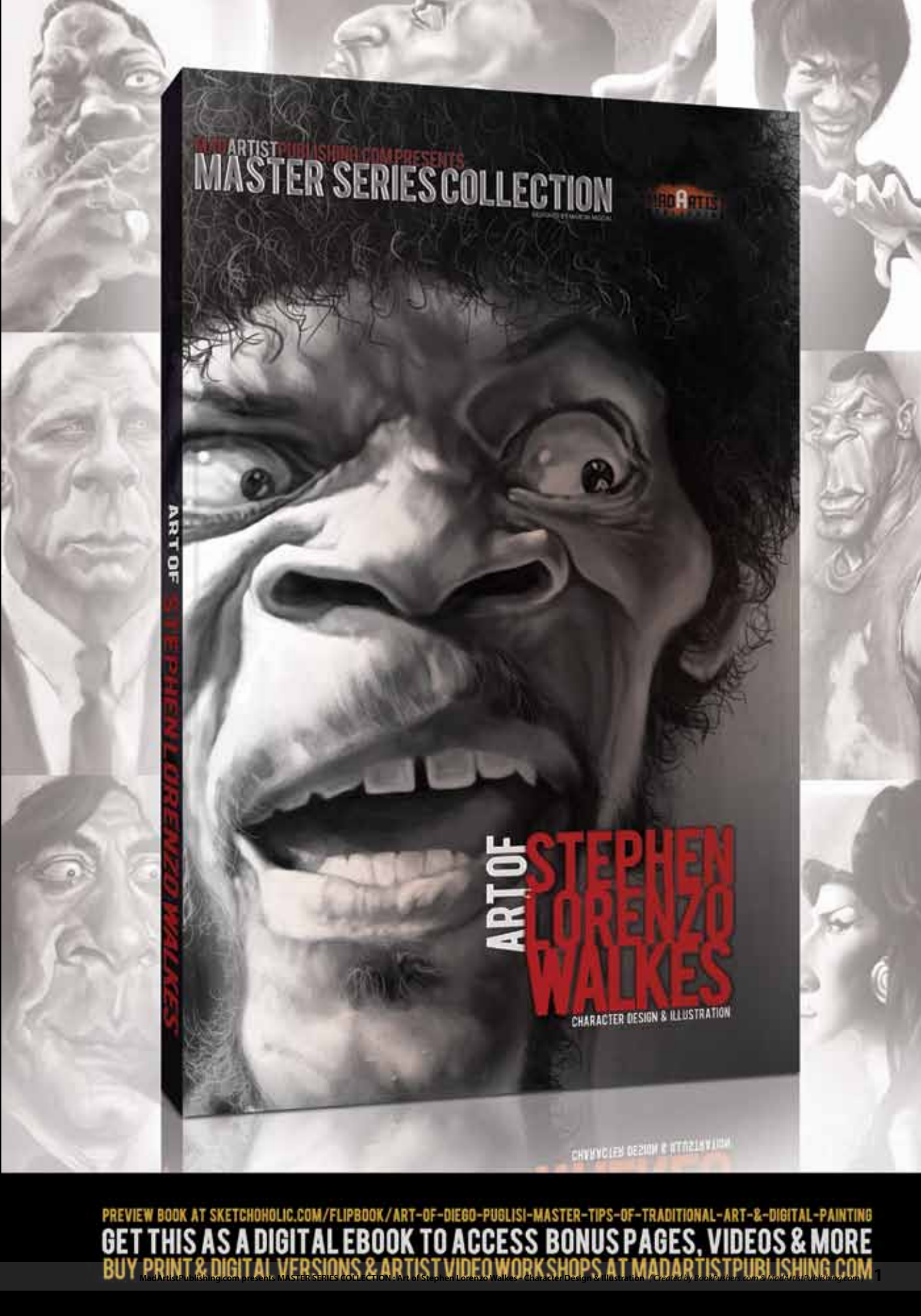
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ART OF
**STEPHEN
LORENZO
WALKES**

CHARACTER DESIGN & ILLUSTRATION



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ART OF **STEPHEN LORENZO WALKES**

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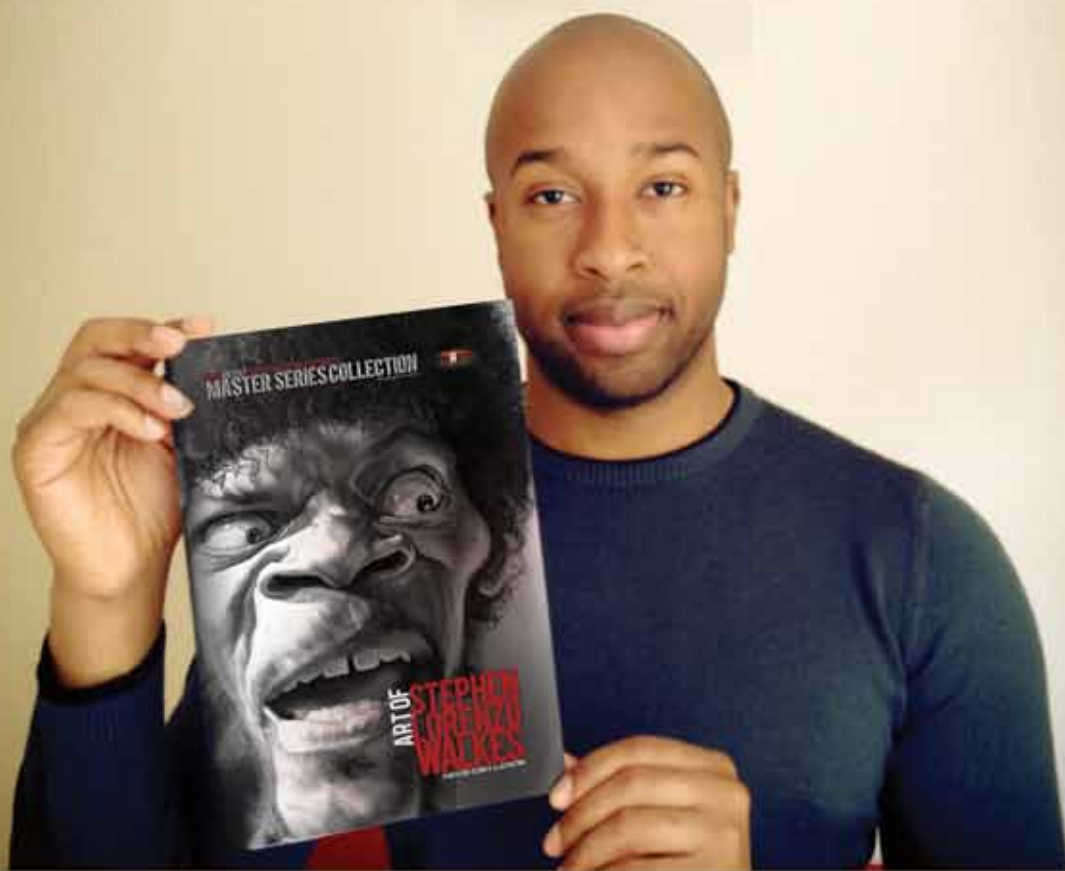
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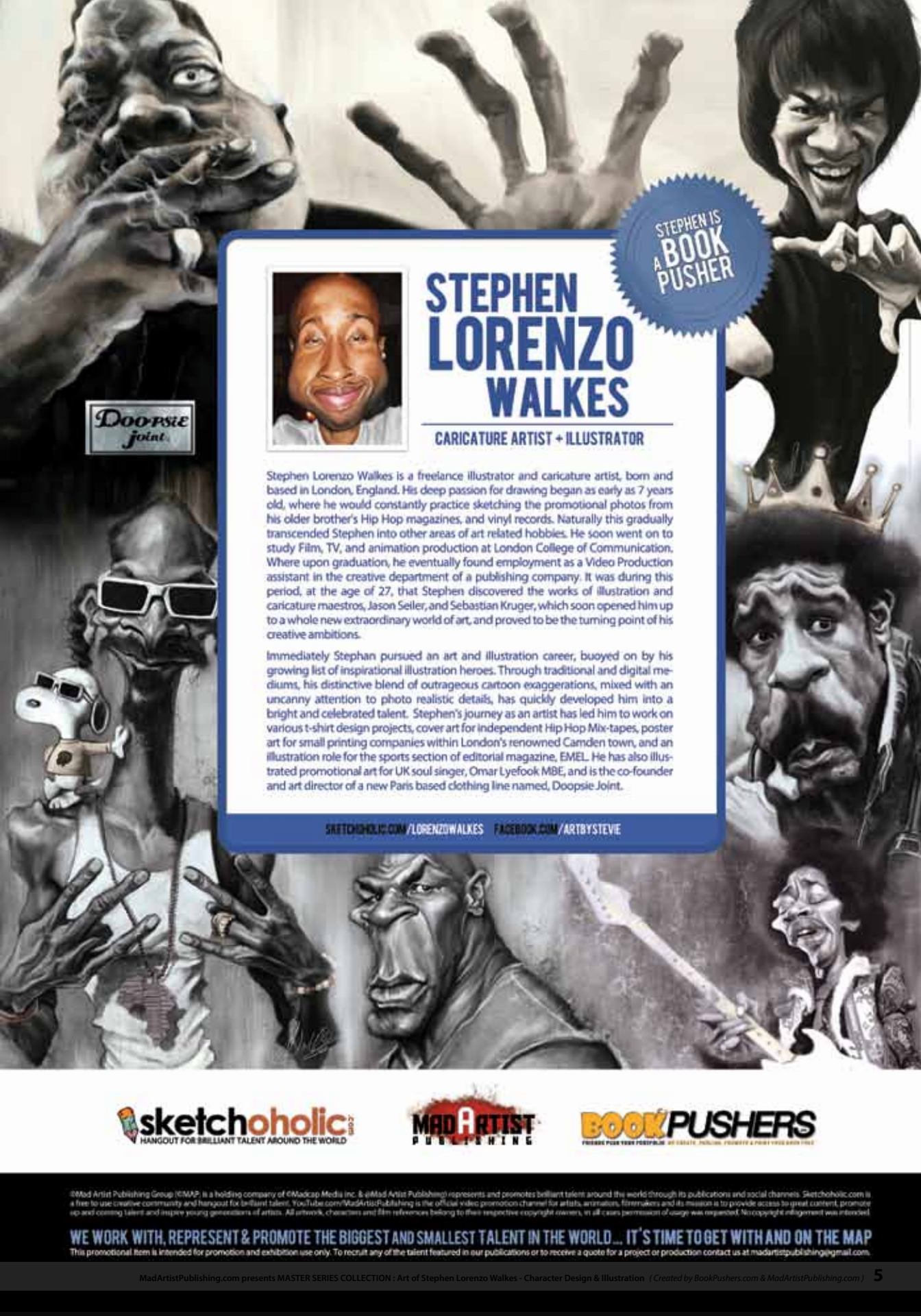
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STEPHEN LORENZO WALKES

CARICATURE ARTIST + ILLUSTRATOR

Stephen Lorenzo Walkes is a freelance illustrator and caricature artist, born and based in London, England. His deep passion for drawing began as early as 7 years old, where he would constantly practice sketching the promotional photos from his older brother's Hip Hop magazines, and vinyl records. Naturally this gradually transcended Stephen into other areas of art related hobbies. He soon went on to study Film, TV, and animation production at London College of Communication. Where upon graduation, he eventually found employment as a Video Production assistant in the creative department of a publishing company. It was during this period, at the age of 27, that Stephen discovered the works of illustration and caricature maestros, Jason Seiler, and Sebastian Kruger, which soon opened him up to a whole new extraordinary world of art, and proved to be the turning point of his creative ambitions.

Immediately Stephan pursued an art and illustration career, buoyed on by his growing list of inspirational illustration heroes. Through traditional and digital mediums, his distinctive blend of outrageous cartoon exaggerations, mixed with an uncanny attention to photo realistic details, has quickly developed him into a bright and celebrated talent. Stephen's journey as an artist has led him to work on various t-shirt design projects, cover art for independent Hip Hop Mix-tapes, poster art for small printing companies within London's renowned Camden town, and an illustration role for the sports section of editorial magazine, EMEL. He has also illustrated promotional art for UK soul singer, Omar Lyefook MBE, and is the co-founder and art director of a new Paris based clothing line named, Doopsie Joint.

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MESSAGE FROM THE PUBLISHER



I've personally seen the growth of Stephen's work over a year and he's a rising star. The passion he exudes and the speed in which he's managed to grow as an artist is incredible. I've extremely happy to have placed Stephen in our roster of talented master artists and look forward in seeing more of his work.

As a creative person, I know first hand the difficulty and hardships of finding a place in the industry. While skill can be shaped with time, there is no substitute for passion and determination; awards come with time and hard work, there is no easy way to get ahead, find what you like, stick with it and you'll succeed with time. I'm thankful to have found my place in the industry and be able to give back to the creative global community and be part a leader in promotion and publishing of independent talent from all walks of life. Share your knowledge, give back and you too will reap the rewards and get paid to have fun.

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A stylized, handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

TEAM



Authored by Mad Artist Publishing, Illustrated by Stephen Lorenzo Walkes, Designed by Marcin Migdal, Managing editor Arnaldo Pedroza Quintini, Editorial coordination by Alellie (Allie) Gomez, Assisted by Jawad Ahmad, Editor-in-chief Marcin Migdal, Managing editor Isis Sousa.

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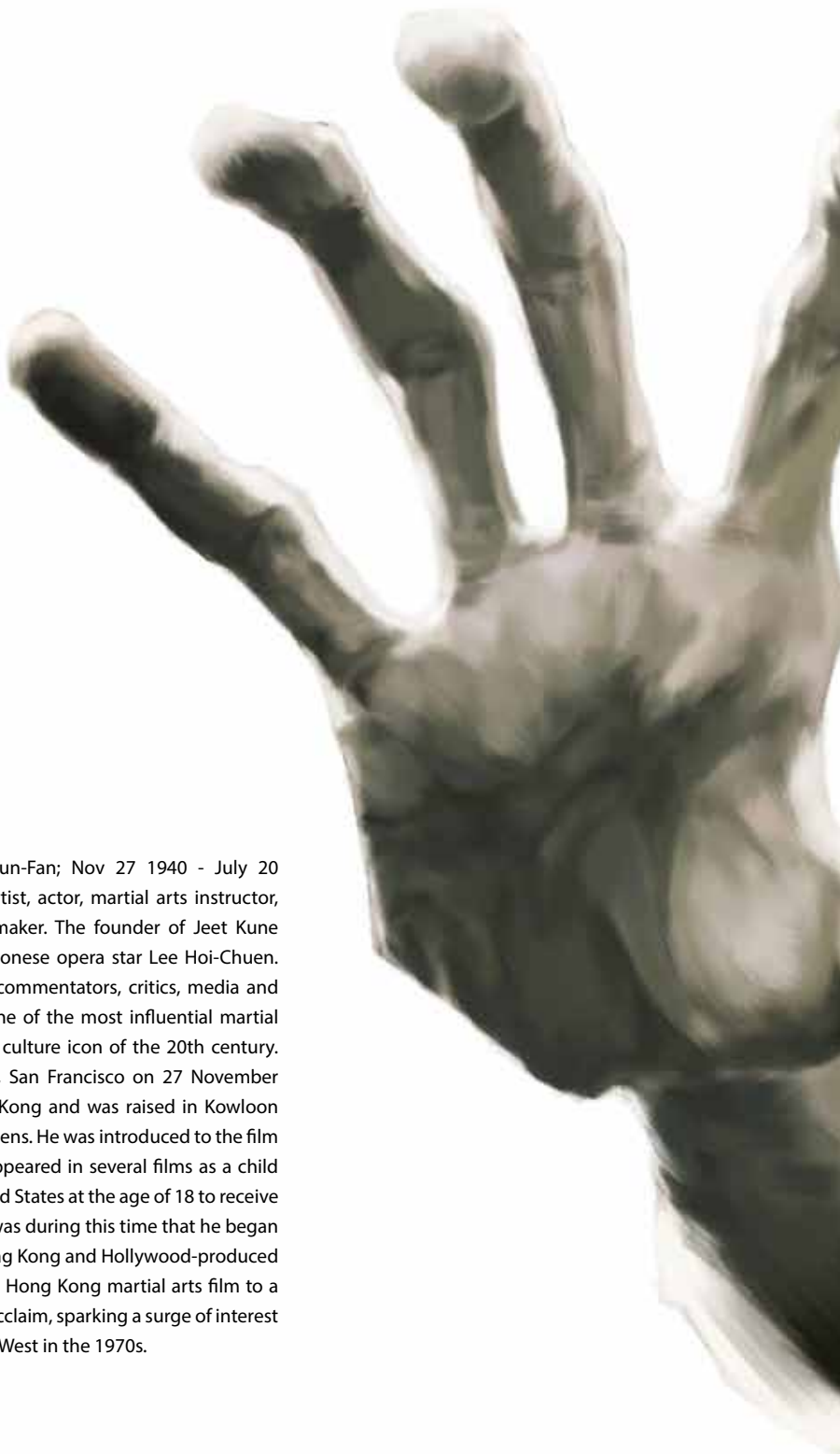
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Bruce Lee (born Lee Jun-Fan; Nov 27 1940 - July 20 1973) was a martial artist, actor, martial arts instructor, philosopher, and filmmaker. The founder of Jeet Kune Do, Lee was the son of Cantonese opera star Lee Hoi-Chuen. He is widely considered by commentators, critics, media and other martial artists to be one of the most influential martial artists of all time and a pop culture icon of the 20th century. Lee was born in Chinatown, San Francisco on 27 November 1940 to parents from Hong Kong and was raised in Kowloon with his family until his late teens. He was introduced to the film industry by his father and appeared in several films as a child actor. Lee moved to the United States at the age of 18 to receive his higher education, and it was during this time that he began teaching martial arts. His Hong Kong and Hollywood-produced films elevated the traditional Hong Kong martial arts film to a new level of popularity and acclaim, sparking a surge of interest in Chinese martial arts in the West in the 1970s.







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youtu.be/AKg-5_PngqE







BRUCE LEE

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS4
COMPLETION: 8 hrs - DECEMBER 2011, LONDON, UK
RECOMMENDED SOURCE: <http://www.deviantart.com/>

A piece that is a firm favourite of mine, and probably one of the most fun subjects to draw. I wanted everything to be bold and expressive, just like the man himself. So I made sure that the values were really strong, and the background completely white and empty.

ADVICE

Before focusing whole heartedly into creating caricatures, it's important that beginner caricaturists gain a solid understanding about facial features, composition, and values, through studying portraiture first. It really does help.



NOTORIOUS B.I.G.

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS5
COMPLETION: 7 hrs - JULY 2012, LONDON, UK
RECOMMENDED SOURCE: <http://torrenthomasart.blogspot.com>

I wanted to keep this looking more like a traditional painting, and less like a heavily detailed digital render. So I decided to paint the majority of it from a distance, rarely zooming in, and keeping the brush strokes loose, large, and sketchy. I really love the finished result.

ADVICE

Sometimes caricature can just be about exaggerating the truth, rather than trying to make someone laugh.



MIKE TYSON

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS6
COMPLETION: 5 hrs - NOVEMBER 2012, LONDON, UK
RECOMMENDED SOURCE: <http://artofmoyses.blogspot.co.uk/>

I never really considered myself as a cartoonist, but I gotta say, this is probably the most cartoon-esque digital painting I've ever done. And it was completely unintentional. That aside, I really loved the outcome, and I'm glad that there are still always fun, new discoveries when creating new artwork.

ADVICE

Be supportive to yourself. Things won't always go right the first few times, so expect setbacks and think about how you can manage and recover from them.



JOSEPHINE BAKER

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS4
COMPLETION: 9 hrs - FEB 2012, LONDON, UK
RECOMMENDED SOURCE: <http://psd.tutsplus.com/>

I was familiar with Josephine Baker's name, but never really knew much about her. So one night, I ended up watching a very cool documentary about her, on YouTube. The next morning I immediately felt the need to paint a picture in tribute to her. My prime focus was to try and highlight her elegance, charm, and sexiness.

ADVICE

Emulating artists who you most admire is a great way to move forward with your art, but should only be a temporary step that leads you towards realizing your own artistic expressions.



RICHARD PRYOR

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS5
COMPLETION: 10 hrs - SEPTEMBER 2012, LONDON, UK
RECOMMENDED SOURCE: <http://www.miketartworks.com/>

A somewhat tragic comedy genius, Richard Pryor has always been known as one of the all time kings of modern stand up comedy. I tried to capture his humour, sadness, and reluctance for greatness, all in one image. If interested in how this was actually made, have a look at the time lapse video.

ADVICE

I think looking at all areas of art is vital for progression and new ideas. Just studying caricature art is only providing you with a small portion of all the amazing artistic inspirations out there.





Signature



4 STAGE PROGRESS FROM PENCIL TO PAINTING







youtu.be/xb1gU3G_p3g







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Samuel Leroy Jackson (born December 21, 1948) is an American film and television actor and film producer. After gaining critical acclaim for his role in *Jungle Fever* in 1991, he appeared in films such as *Patriot Games*, *Amos & Andrew*, *True Romance* and *Jurassic Park*. In 1994, he was cast as Jules Winnfield in *Pulp Fiction*, and his performance received several award nominations and critical acclaim. Jackson has since appeared in over 100 films. In October 2011, Jackson surpassed Frank Welker as the highest grossing film actor of all-time.



bit.ly/UnBhUP





SNOOP DOG PROGRESS



youtube.be/RFBGjmhR32Q



youtube.be/6nWaQTMdVj8

Calvin Cordozar Broadus, Jr. (born October 20, 1971) is an American rapper, singer-songwriter, record producer, and actor, well known by his stage names Snoop Doggy Dogg, Snoop Dogg, and Snoop Lion. He has sold over 30 million albums worldwide. His music career began in 1992 when he was discovered by Dr. Dre. He collaborated on Dre's solo debut *The Chronic*, and on the theme song to the film *Deep Cover*. Snoop's debut album *Doggystyle*, was released in 1993 under Death Row Records, debuting at No.1 on both the *Billboard 200* and *R&B* charts. Selling almost a million copies in the first week of its release, *Doggystyle* became certified 4x platinum in 1994 and spawned several hit singles, including "What's My Name" and "Gin & Juice".







HUMPHREY BOGART & LAUREN BACALL

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS4

COMPLETION: 13 hrs - JUNE 2012, LONDON, UK

RECOMMENDED SOURCE: <http://www.caricature.org/>

I have a sentimental attachment to this painting. Not only because it was fortunate enough to win first place in Facebook's, CS3000, but also because while painting it, my confidence as a digital painter and caricaturist, felt sky high. Everything about this piece served as a confirmation that I was improving as an artist.

ADVICE

It's easy to get lost in the challenge of exaggerations and likeness, but try to remember that your piece should also convey a feeling, a story, an atmosphere. At times, a reference photo can't help with that, so it's up to you as the artist to deliver it. Think of warm or cold colours. Strong or soft values. All these potential ingredients combined with your quest for likeness, can make a good piece of caricature art, great



JOHN LENNON & YOKO ONO

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS5

COMPLETION: 9 hrs - JULY 2012, LONDON, UK

RECOMMENDED SOURCE: <http://www.wittygraphy.com/>

I've always been a huge admirer of John Lennon, so painting a portrait of him was inevitable. It dawned on me that there weren't too many illustrations depicting John and Yoko's strong bond with each other. So it was a chance to portray their relationship in a more rare positive light.

ADVICE

Try not to zoom in for details too early. Ideally, the details should be the last additions. The overall composition and values should be the first concern.



SPIKE LEE

PRODUCTION: Wacom Bamboo Pen and Touch, Adobe Photoshop CS4, Autodesk Sketchbook Pro

COMPLETION: 8 hrs - FEBRUARY 2012, LONDON, UK

RECOMMENDED SOURCE: <http://shadowness.com/>

I don't have a cintiq just yet, so I normally start my work as a rough sketch on paper which is then scanned into Photoshop. This piece though was the first time that I decided to use the fairly unsteady Wacom Bamboo to draw everything from scratch. Took a bit of getting used to, but the result was surprisingly successful.

ADVICE

Have faith in your progression. I know it can be frustrating and discouraging at times, but your love for creating art should always be at the forefront. When you look back at some of your older pieces, I think you'll be surprised at the progression that you probably didn't think was even happening.



SAMUEL L. JACKSON

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS4

COMPLETION: 9 hrs - AUGUST 2011, LONDON, UK

RECOMMENDED SOURCE: <http://artbystevewalkes.blogspot.co.uk/>

One of my favourite pieces, hence the reason why it's on the front cover. The reference photo was taken from my Pulp Fiction dvd. I was scanning through that famous scene (You know the one), trying to catch the right frame that really captured the character's menace. Once I found it, everything else just flowed perfectly.

ADVICE

At least one drawing a day can speed up improvements drastically. Drawing is kinda like a muscle that needs to be used regularly in order for it to stay tight and grow.



SNOOPY & SNOOP DOGG

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS5

COMPLETION: 9 hrs - AUGUST 2012, LONDON, UK

RECOMMENDED SOURCE: <http://emisfard.com>

Initially this was going to be a caricature of Snoop Dogg on his own. But after doing the sketch, it felt like something was definitely missing. I accidentally came across a cool little Snoopy picture while looking for more reference photos. Everything after that was just an obvious decision.

ADVICE

Paint with feeling



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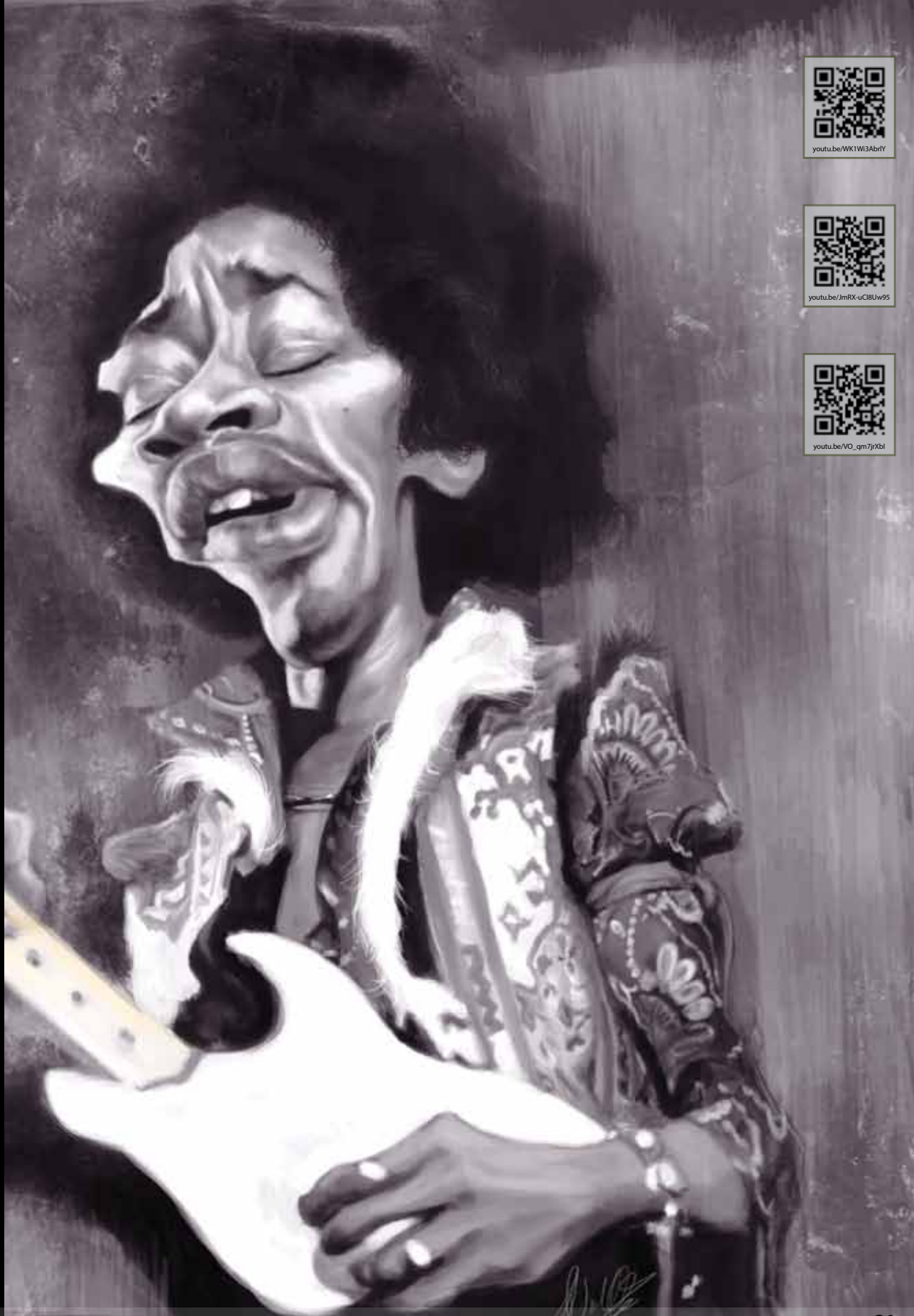
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James Marshall "Jimi" Hendrix (born Johnny Allen Hendrix; November 27, 1942 – September 18, 1970) was an American musician and singer-songwriter. Despite a limited mainstream exposure of four years, he is widely considered to have been the greatest electric guitarist in the history of popular music, and one of the most important musicians of the 20th century. Instrumental in developing the previously undesirable technique of guitar amplifier feedback, Hendrix favored overdriven amplifiers with high volume, gain and treble. He helped to popularize the use of the wah-wah pedal in mainstream rock, which he often used to deliver tonal exaggerations in his solos. He also pioneered experimentation with stereophonic phasing effects in rock music recordings. The recipient of several prestigious rock music awards during his lifetime and posthumously, the Jimi Hendrix Experience was inducted into the US Rock and Roll Hall of Fame in 1992, and the UK Music Hall of Fame in 2005. English Heritage erected a blue plaque to identify his former residence on Brook Street, London, in September 1997. Rolling Stone ranked his three non-posthumous studio albums, *Are You Experienced* (1967), *Axis: Bold as Love* (1967) and *Electric Ladyland* (1968) among the 100 greatest of all time; they ranked him the number one greatest guitarist and the sixth greatest artist.



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Nesta Robert Marley, OM (6 February 1945 – 11 May 1981), commonly known as Bob Marley, was a Jamaican singer-songwriter and musician. He was the rhythm guitarist and lead singer for the ska, rocksteady and reggae bands The Wailers (1963-1974) and Bob Marley & The Wailers (1974–1981).

Marley remains the most widely known and revered performer of reggae music, and is credited with helping spread both Jamaican music and the Rastafari movement to a worldwide audience.

Marley's music was heavily influenced by the social issues of his homeland, and he is considered to have given voice to the specific political and cultural nexus of Jamaica. His best-known hits include "I Shot the Sheriff", "No Woman, No Cry", "Could You Be Loved", "Stir It Up", "Get Up Stand Up", "Jamming", "Redemption Song", "One Love" and, "Three Little Birds", as well as the posthumous releases "Buffalo Soldier" and "Iron Lion Zion". The compilation album Legend (1984), released three years after his death, is reggae's best-selling album, going ten times Platinum which is also known as one Diamond in the U.S., and selling 25 million copies worldwide.

Bob Marley was the Third World's first pop superstar. He was the man who introduced the world to the mystic power of reggae. He was a true rocker at heart, and as a songwriter, he brought the lyrical force of Bob Dylan, the personal charisma of John Lennon, and the essential vocal stylings of Smokey Robinson into one voice. Bob Marley ranks among both the most popular and the most misunderstood figures in modern culture ...



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Gilbert "Gil" Scott-Heron (April 1, 1949 – May 27, 2011) was an American soul and jazz poet, musician, and author, known primarily for his work as a spoken word performer in the 1970s and '80s. His collaborative efforts with musician Brian Jackson featured a musical fusion of jazz, blues, and soul, as well as lyrical content concerning social and political issues of the time, delivered in both rapping and melismatic vocal styles by Scott-Heron. His own term for himself was "bluesologist", which he defined as "a scientist who is concerned with the origin of the blues."

His music, most notably on *Pieces of a Man* and *Winter in America* in the early 1970s, influenced and helped engender later African-American music genres such as hip hop and neo soul. Besides influencing contemporary musicians, Scott-Heron remained active until his death, and in 2010 released his first new album in 16 years, entitled *I'm New Here*. A memoir he had been working on for years up to the time of his death, "The Last Holiday", was also published, posthumously in January 2012.

'NO WOMAN NO CRY' 1978



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ROB MARLEY INTERVIEW

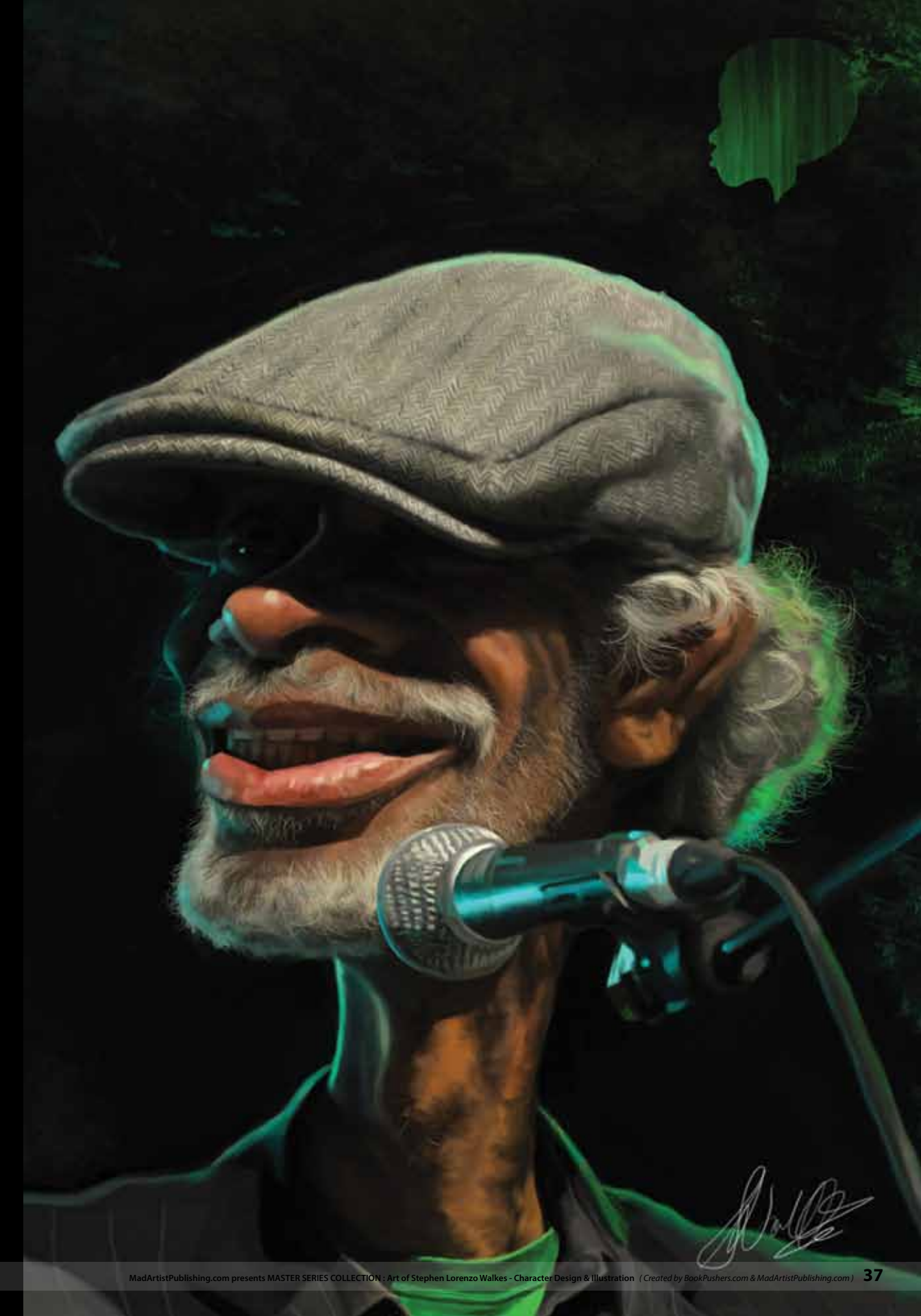


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'ONE LOVE' MUSIC VIDEO



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JAMES MARSHALL “JIMI” HENDRIX

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS4

COMPLETION: CA. 10 hrs - APRIL 2012, LONDON, UK

RECOMMENDED SOURCE: <http://www.theaoi.com>

I always wanted to paint Jimi, so I'm fairly happy with my first attempt. The idea was just to capture him lost in the moment with his electric guitar. Really was a lot of fun to do. I most definitely plan to do another of him.

ADVICE

I found that being humble always keeps me open to more inspiration and development. Constant praise is definitely beneficial, but like criticism, don't let it distract you from your mission to improve.



NESTA “BOB” ROBERT MARLEY

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS4

COMPLETION: CA. 8hrs - APRIL 2012, LONDON, UK

RECOMMENDED SOURCE: <https://www.graphicartistsguild.org>

A Bob Marley caricature was also an exciting challenge worth trying, but I didn't want to do one that was too expected and predictable. I ended up painting one depicting him from the earlier part of his music career (hence the shorter dreads). And really wanted to emphasize a slightly more grittier side to him.

ADVICE

Keep it simple. Finished pieces might look daunting with complex details and values, but all it really is, is a series of simple methods layered on top of each other.



AMY WINEHOUSE

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS3

COMPLETION: CA. 9 hrs - DEC 2011, LONDON, UK

RECOMMENDED SOURCE: <http://www.computerarts.co.uk>

This was an adjusted version of my first Amy portrait. The first was completely in black and white, and very neat and clean. After I started rolling with a style that I felt comfortable using, I came back to it and added a little colour, a border, and some dirty brush marks. Neither is better than the other really, but I personally prefer this version.

ADVICE

When starting a sketch, try to focus on the shapes, rather than delving into the details. Keep it light and slight.



IAN FRASER “LEMMY” KILMISTER

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS3

COMPLETION: CA. 9 hrs - MARCH 2012, LONDON, UK

RECOMMENDED SOURCE: <http://www.theispot.com>

A piece done for CS3000. I was completely in love with this render for about a day, but now all I can see are little faults that could be improved on. It still seems to be one of my more popular pieces though. Whether that's because of the subject, or the actual artwork, I'm not entirely sure.

ADVICE

Try not to ever settle for a weak drawing. Keep pushing until you feel some kind of satisfaction inside.



GILL SCOTT-HERON

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS4

COMPLETION: CA. 13hrs - JULY 2011, LONDON, UK

RECOMMENDED SOURCE: <http://jasonseilerillustration.blogspot.com>

A tribute portrait made around the time of his death. It was one of those digital paintings where I really wanted to paint in as much details as possible. By the time I'd finished his hat, it seemed like my eyes wanted a year long holiday. But you know what, after that particular challenge, painting small details always felt a little less daunting.

ADVICE

Likeness should always be the main thing. Extreme exaggerations might look 'arty' and abstract, but if within all that, you haven't captured the likeness of the subject, then the caricature has failed it's mission.



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VARIA - SHIRAZI ARTIST



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William Michael Griffin Jr. (born January 28, 1968), known by his stage name Rakim, is an American rapper. One half of golden age hip hop duo Eric B. & Rakim, he is widely regarded as one of the most influential and most skilled MCs of all time. Eric B. & Rakim's classic album Paid in Full was named the greatest hip hop album of all time by MTV in 2006, while Rakim himself was ranked #4 on MTV's list of the Greatest MCs of All Time. Steve Huey of Allmusic stated that "Rakim is near-universally acknowledged as one of the greatest MCs -- perhaps the greatest -- of all time within the hip-hop community." The editors of About.com ranked him #1 on their list of the Top 50 MCs of Our Time (1987–2007). Rakim began his career as the emcee of the rap duo Eric B. & Rakim, who in 2011 were nominated for induction into the Rock and Roll Hall of Fame. In 2012, The Source ranked him #1 on their list of the Top 50 Lyricists of All Time.

WALK THESE STREETS



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INTERVIEW WITH RAKIM



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DANIEL CRAIG

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS6
COMPLETION: 6 HRS - NOVEMBER 2012, LONDON, UK
RECOMMENDED SOURCE: <http://www.toonpool.com>

Inspired after finally watching Casino Royale, I really wanted to draw Daniel Craig's unique face. Admittedly, being the self critical perfectionist that I am, it's not really one of my favourites. Mainly because I feel that I could've done more to his hair and eyes. But, overall I like how the humour and exaggerations came out.

ADVICE

Don't be satisfied with exaggerating one feature really well. Try to exaggerate the character everywhere.



JEAN RENO

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS4
COMPLETION: 9 HRS - FEB 2012, LONDON, UK
RECOMMENDED SOURCE: <http://www.cgsociety.org>

I love this piece because it looks absolutely nothing like the reference photo, but yet still somehow shows strong likeness. It proved to me that I was gradually losing my heavy reliance on reference photos as guides, and that what I pictured in my mind was now becoming slightly more easier to convey in my art.

ADVICE

When drawing or painting eyes, try to capture the shape of the whites of the eye to gain likeness.



JAVIER BARDEM

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS6
COMPLETION: 9 HRS - NOVEMBER 2012, LONDON, UK
RECOMMENDED SOURCE: <http://sebastian-kruger-news.blogspot.com>

I had to use a fairly low resolution reference photo for this one, so I'm really pleased with how the finished result turned out. I learned that my use of values and lighting were definitely improving.

ADVICE

Reversing, flipping, and rotating the image while painting, helps to 'open up' both sides of your brain to how the overall composition and features relate to each other. If you've never done that before, try it. I guarantee that you'll see your work in unexpected ways, thus making it even more easier to improve the piece.



KURT COBAIN

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS6
COMPLETION: 9 HRS - NOVEMBER 2012, LONDON, UK
RECOMMENDED SOURCE: <http://janopdebeek.blogspot.com>

There are so many cool reference photos of Kurt Cobain that it was really hard to choose just one. In the end I opted for a fairly iconic, but less familiar photo with him in his hat and big glasses. In the background, what began as just mindless doodles while taking a break, gradually progressed into a vital part of the overall piece.

ADVICE

If you're struggling to capture the likeness while exaggerating, try to do a series of small, rough sketches (thumbnails) of the subject. Experiment with shape, and how certain features relate with each other. They're all experiments, so never see them as failures. After a few thumbnails, you'll find new and confident ways of approaching your main piece.



RAKIM

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS3
COMPLETION: 6 HRS - FEBRUARY 2012, LONDON, UK
RECOMMENDED SOURCE: <http://www.cgarena.com>

A definite favourite. This piece was the first time that I realized I actually had an individual art style. A style that needs to constantly grow and develop, but a style nonetheless. Most of my work after this, continued in a similar vein. One main part being monochromatic colours, and white borders.

ADVICE

The most important features that capture good likeness are the eyes, mouth, and the shape of the head.

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ARTWORK BELOW BELONGS TO : ALEX GALLEGO, ALI KIANI AMIN, PATRICK BROWN, STEPHEN LORENZO WALKES



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THE ART OF SELF-PROMOTION

WRITTEN BY MARCIN MIGDAL, FOUNDER OF MAD ARTIST PUBLISHING

“Everyone deserves exposure” is the key idea and the essence of Mad Artist Publishing (MAP). It is the core of what drives the creative community Sketchoholic.com and primary reason I founded these two vehicles of promotion.

From 2011 the MAP team and I have had the honor and privilege of promoting, publishing and meeting incredibly talented people who entrusted us with the mission of showcasing and distributing their works through our websites, social media channels and printed books. While the **brilliance of imagination and skill shines bright in the creative community, there is a lack of self-promotion education and fundamentals of business know-how** from academic institutions that shape these great talents. This paradox fuels the existence of the “starving artist” stereotype and is the reason I undertook the writing of this article.

There is a lack of academic support and promotion for graduates of visual arts, animation, photography and other creative disciplines. Many of today’s occupations require some sort of practical creative skillsets, and yet school’s devotion lies in pumping out and supporting educated professionals for jobs that don’t yet exist. Most likely the majority of them will end up spending their lives tied to careers they don’t enjoy and will later wish they had the courage to express themselves and follow their dreams like you. And while you are pursuing your dreams, you may be drowning in your own creative genius. I am here to throw you a lifeboat. **With a few strokes of direction we will save your genius and grant you power to paint the world with your creativity.** The advice does come at a cost: the time and application of the information I share with you. It’s easy enough, but while this may be an inspiring read for you, ninety percent of the readers will forget all about this tomorrow and continue doing what they’re doing. If you’re happy that way, I’m happy for you. But if you are one of the few that decides to take my advice and apply it to your way of doing things, don’t hesitate to find me at Facebook.com/MarcinMigdal and tell me all about your goals, dreams and your progress.

You need to understand the simplicity of self-promotion and how it can propel you to the heights of creative and personal success that you’re striving for. Being good at what you do and possessing a talent does not mean you’ll become successful, look at Van Gogh who died poor and underappreciated. **You must inject promotion into your daily routine, you cannot rest on your achievements and skills alone.** You must become a self-branding and self-promotional machine. It’s pretty simple in our Internet age: create portfolios on various creative online communities. Create Facebook, Twitter and LinkedIn profiles to expand your network and connect with fellow artists and idols. Pump it up with a blog, add a Youtube channel and upload time lapse videos of your workflow and experiments. Trust me, your efforts will pay off over time and you will soon experience the power of online exposure. Continue by joining niche forum communities, Facebook groups, take part in the industry challenges and contests, even if you are still second guessing your talents and skills. Contribute, comment, communicate, be active and visible. Start working on your self-promotion right today, as you require nothing more than a computer.

You must **understand that it’s important to let people know about you as an artist and your work regardless of how you think you look and feel about yourself.** It is your art that speaks to people. You are already an interesting individual to your followers and your appearance is irrelevant in most cases. What I’ve learnt while running MAP and Sketchoholic is that usually people want to know the story behind artworks and what the artists were thinking while creating them. They want to connect and find commonalities with the creators of the art that they like. When I begun conducting interviews with artists and industry professionals I realized that it would take a lot of persuasion to get them in front of the camera. Talent is something very personal and by nature artists are introverted creatures, but you must get over this. The sooner you do, the more confident you will be in every aspect of your being, and **your confidence is what will propel you to the next level in your work, personal life and professional network.**

Successful people love to teach others and share their knowledge, as long as they feel valued and appreciated. I know the feeling because I have been a business mentor for years. I have donated my time to arts interns as well as business leaders. And I too was once a mentee. I have always been passionate and hungry to learn, and even today I pick the brains of people who peak my interest on a daily basis. Some of those whom I asked for advice and help while growing MAP were Patrice Leymarie, the founder of ItsArtMag.com, Sean Bono, the founder of ArtBattles.com, Julien Bocabeille, Oscar nominated animation director, Jason Seiler, an award winning artist and illustrator, Saturno Buttò, renown Italian surrealist painter. My point is don’t be intimidated by fame of your idols, reach out and ask for help. We all know it never hurts to ask, right? Someone will be happy to share their knowledge and expertise with you.

From what I've seen, there are a lot of artists who are unique, brilliant, creative and skilled, but a lot of them completely disregard the importance of self-promotion or aren't confident enough to get themselves out there and show what they do and are capable of. Stop procrastinating, **shift your mind, break out of your old habits and allocate time for it.** Self-promotion isn't something embarrassing, and the reality is that it is an important part of the modern life. Get out of your comfort zone and tell the world about yourself. Show your art and seek the company and support of like-minded people.

I believe confidence is something to be admired, but let's not forget there's always someone who's worked harder, gone further and more successful than you. The minute you get a big head is the same minute that the reality smacks you in that head and shows you that you aren't as good as you thought you were. Stay humble. **Self-promotion is the art of spreading ideas, concepts, and a greater vision,** it's not the same as bragging about your accomplishments. Often people will help you promote your work if you can simply make them feel good about it and appreciate their time and willingness to lend you a helping hand. Your ideas and creativity might inspire hope, ignite a creative spark, attract fellow artists, but bragging isn't going to help you create a sincere connection. Moreover, you may lose friends.

I will now attempt to present you with a seemingly basic promotional platform that can make a drastic change in your life as a creative individual. While the ideas here will apply specifically to careers in creative arts, these concepts can be adapted in any industry.

1. **Be confident.** If you don't believe in yourself, no one will. Be passionate about your art.
2. Start spreading your ideas and your work on the web. Devote a small portion of your time to create a stronger online presence on a daily basis and network in real life. **If you don't see yourself as a successful artist just yet, fake it till you make it!** I know you will, you're just not there YET! We all start out pretty much at the same level. It's hard work, persistence and devotion to our craft that take us further and sky is the limit.
3. **Seek company of like-minded people.** Build up a loyal following that believes in you. Inspire, help and empower your fans and followers to take action. Most of your success will come from other people referring and promoting you.
4. Work and live passionately. Don't focus on immediate gratification and **keep an eye out for opportunities.** Grab them with both hands even if you don't think you are good enough yet. Your hard work will pay off!
5. Write a promotional bio about yourself in third person. Write about your accomplishments and hype yourself up. Always have it handy and update it with your recent projects and achievements. **Believe in being great and express it in your promotional bio.** If anyone ever offers you any type of promotion (guest blogs, creative community features or even simple shares on social media sites) take it and don't forget to express your gratitude.
6. Lastly, don't be afraid to put yourself out there and talk about your ideas and your work. Just remember that it's not about you, **it's all about the art you create and how it inspires others.**

In conclusion, if you have a vision you want to share with the world, don't let anyone stand in your way. If you follow the guidelines I've set out in this article you will start increasing your exposure in no time. Be true to yourself. Remember that **there are fans out there who will love your work and cheer for you,** your mission is to find them and put your art in front of them, so that they can help you grow and succeed.

Don't wait, start today!



"It was genuinely great fun to see so many unique styles and interpretations of such an familiar and iconic figure. A big thank you to all of the talent who took the time to contribute to this amazing contest. As a fellow artist, I'm well aware of the challenges, competitiveness, and sacrifices that can sometimes come with pursuing or sustaining such a specialist career. My advice really is to always stay inspired, not discouraged, by the vast amount of talent out there. Never lose the courage to practice, develop, and share your creativity. But ultimately, never lose touch with that sense of joy you first felt when you knew you were in love with making art. Again, congratulations to everyone!"

~ Stephen Lorenzo Walkes

MARILYN MONROE ART CONTEST HOSTED BY STEPHEN LORENZO WALKES + SKETCHOHOLIC.COM + BOOKPUSHERS.COM



 **1st PLACE WINNER**

1st Place Winner is Bogdan Covaciu from Romania
www.sketchoholic.com/bogdancovaciu



 **2nd PLACE WINNER**


2nd Place Winner is Rui Duarte from Lisbon Portugal
www.sketchoholic.com/duarte



 **3rd PLACE WINNER**

3rd Place Winner is Patrcik Strogulski from Munich Germany
www.sketchoholic.com/past



 **PEOPLE'S CHOICE**

People's Choice Award goes to Kamlesh Bhalariao from Burbank
 United States www.sketchoholic.com/kamps



 **4TH PLACE MENTION**

4th Place mention goes to Dinko Medved from Sisak Croatia
www.sketchoholic.com/medved



 **5TH PLACE MENTION**

5th Place mention goes to Sebastian Cast from Argentina
www.sketchoholic.com/cast



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Artista: **carlos lozano**



Artista: **Jonah Cooley**



Artista: **Michelle Alves**



Artista: **Karl and Emily**



Artista: **adok leo**



Artista: **Stefan Mowawietz**



Artista: **ebain butler**



Artista: **kamiech thales ao**



Artista: **osbastian castellan**



Artista: **Derry Moore**



Artista: **Angel Bekir**



Artista: **Yannex Erlanosa**





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BOGDAN COVACIU

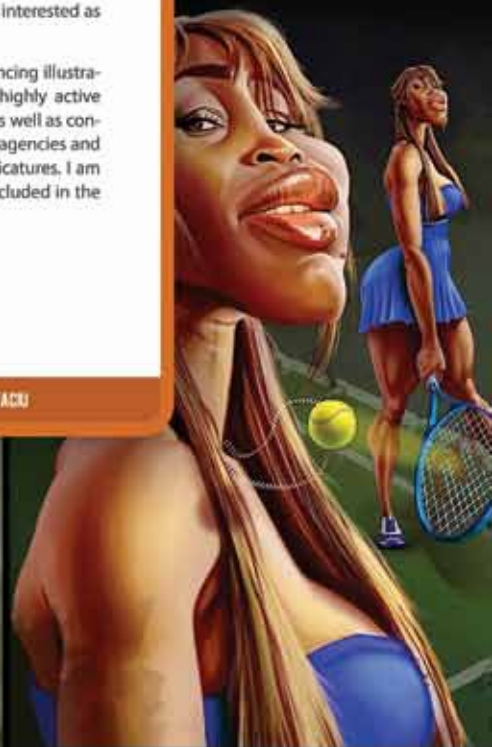
PIN-UP ARTIST + CARICATURIST

I was born in Baia Mare, Romania. I started my art interest in '86 at a tender age of 11. I completed a degree in Bio-Chemistry but shortly after I completed an Advertising & Public Relations Diploma and studied web-applications at the same Institution: Phoenix Institute Cluj-Napoca in Romania.

Since '93-'94 I was actively involved creatively and technically across various fields of work that used my education and skill set - non kept me interested as much as my love for art.

In 2010 I decided to "employ" my "artistic" point of view by freelancing illustrations and caricatures which were well received by clients. I'm highly active within creative community groups and have won art challenges as well as conduct video workshops. I'm interested in working with advertising agencies and specialize in poster pin-ups and stylized character illustration caricatures. I am fluent in English, Spanish & Romanian and am honoured to be included in the Mad Artist Group roster.

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"I wanted to combine the caricature idea with the pinup thing, and Marilyn Monroe was a great subject for that. It took me some time to decide what pose to choose, she had very expressive face and body gesture was expressive as well. I started blocking all the big shapes, then I went with the face to keep the resemblance. I had to make a few sketches to capture her facial features. After I had all the line-work in place I start blocking the colours. I did not want the background to be very intrusive and also I wanted some shades on her body to make it look more 3D, then somehow to lower the focus on her legs."

Marilyn Monroe





PEOPLE'S CHOICE

MARILYN MONROE SKETCHHOLOGIC CONTEST HOSTED BY STEPHEN LORENZO WALKES

"Many thanks to March Myrdal, Sketchologic and the Mad Artist Publishing teams for giving budding artists like us such a great opportunity and making our humble artworks visible to the whole wide world! I would like to thank Stephen Lorenzo for sharing his awesome work with us. It's a great honor to get a mention in his wonderful and magnificent book! His work is truly inspiring and a great guidance towards learning this great art!" - Kamlesh Bhalerao



RUI IS
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RUI DUARTE

CARICATURIST + ILLUSTRATOR

I was born in Lisbon, Portugal in 1977. I always drew, but I started to draw caricatures in 2003; ten years ago. I never studied art in school or taken workshops... everything I know, I taught myself. In 2008 I started professionally taken on commissions for caricature, illustration and comics and today I work with companies and enterprise clients in Brasil, Italy, Germany, France, Holand, Angola and around the world. I have a partnership with a football club in Portugal (F.C.Porto) where they use my caricatures in some player merchandise. I was invited to participate on a tv show in Portugal, drawing during 2 seasons for a total of 23 episodes. Some of my awards include:

- 1st prize for best portfolio in Girona Isca Convention 2011.
- 1st prize for best studio work, in Girona Isca Convention 2011.
- 2nd prize for best black and white work, in Girona Convention 2011
- 1st win a Honor mention in Portugal in 2012 and a 3º prize in 3013
- 1st prize for best digital caricature in Eindhoven Isca Convention 2013
- 1st prize for best black and white work in Eindhoven Isca convention 2013
- 2nd prize for the best portfolio in Eindhoven Isca convention, 2013
- 2nd prize for the best likeness caricature in Eindhoven Isca convention 2013.

Basically, I love to draw and its a pleasure for me to live from my art.

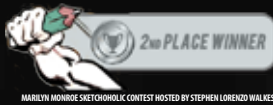
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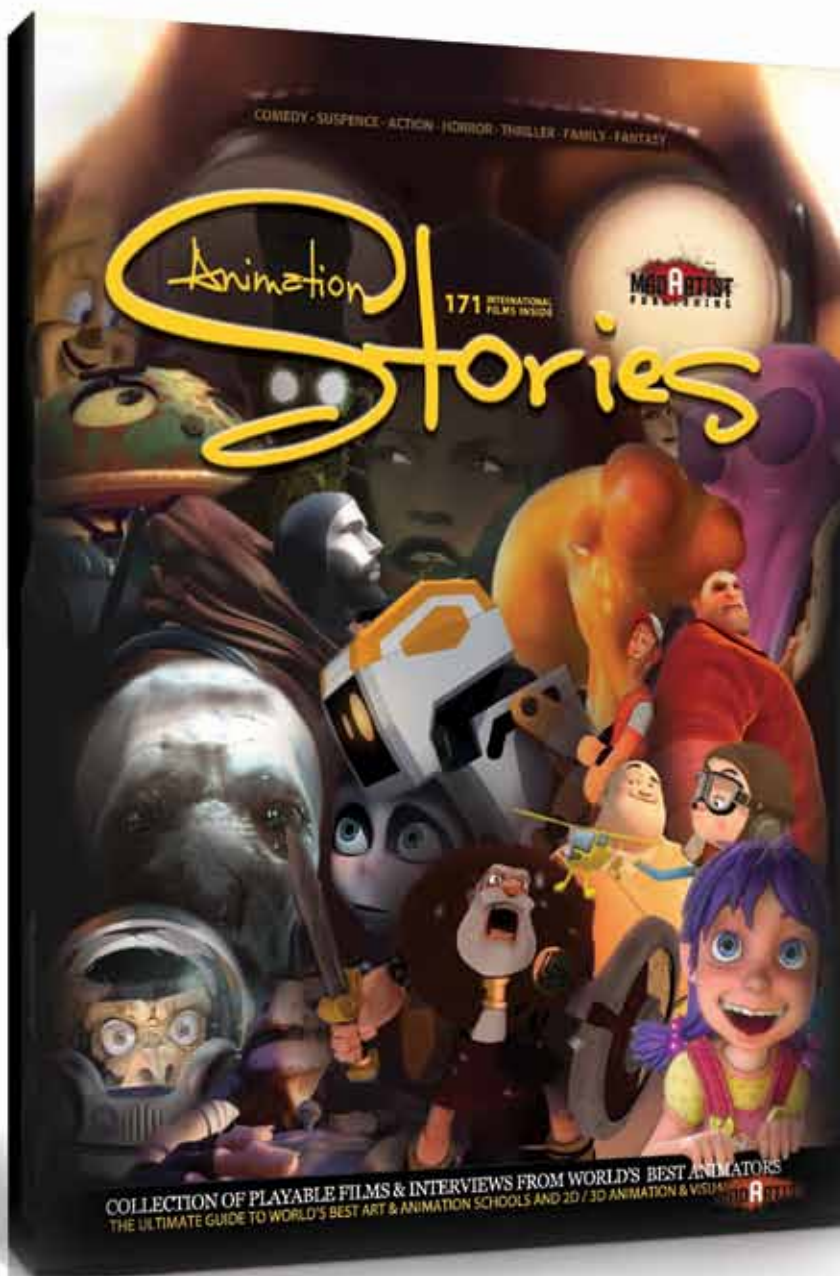


MARILYN MONROE SKETCHOHOLIC CONTEST HOSTED BY STEPHEN LORENZO WALKES



"Thank to Marcin Migdal for his patience and suport, and Sketchoholic and Mad Artist P. for remember all artists and giving us the oportunity to show the world our work. A big thanks to fans of my art and for those who ever believed in me." ~ Rui Duarte

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Marcelino and Bartolomeo

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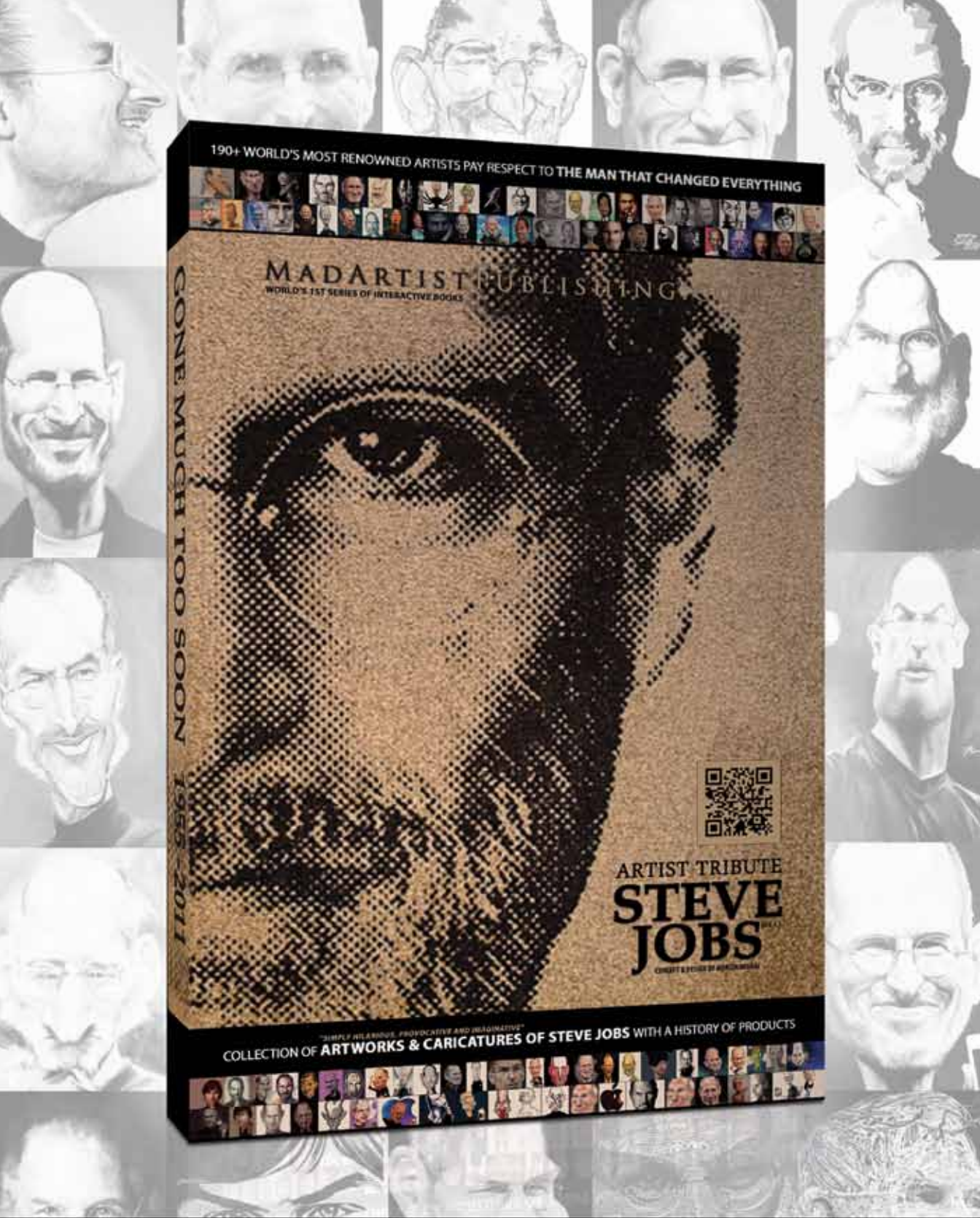
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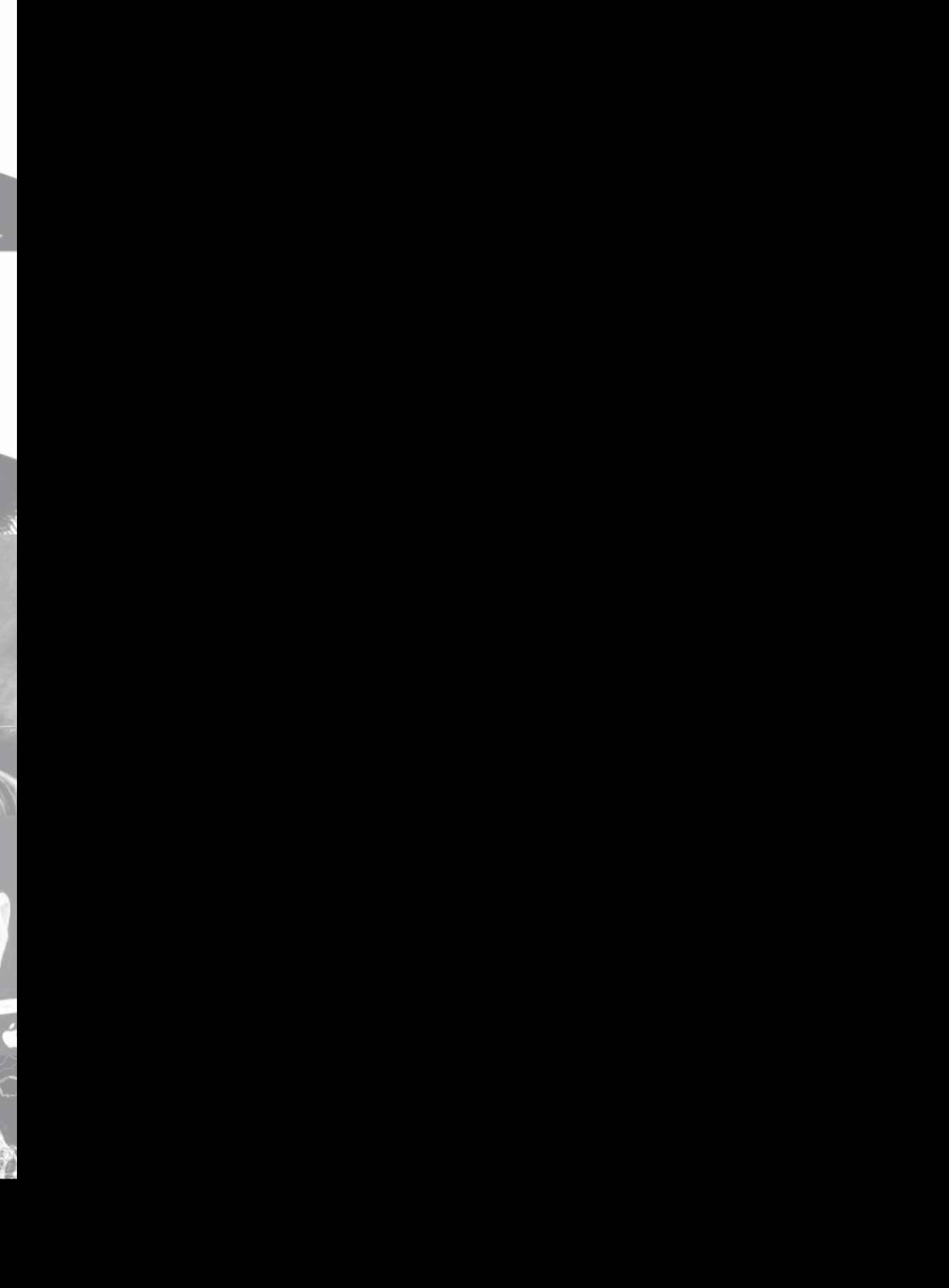
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