

# PRESS KIT

An upcoming second season surrounding the greatest digital artists worldwide!





### OLEG TSCHELTZOFF, CEO AND CO-FOUNDER OF FOTOLIA

« With the TEN Collection project, we began with a vision: to promote digital art on an international scene, and give every digital art fan access to the creative techniques of today's best and greatest artists. To do so, we at Fotolia, leaders in Europe's microstock market launched "TEN by Fotolia", an original and creative initiative based on sharing digital art and educating digital art fans.

TEN by Fotolia was introduced late 2011 as a collection of 10 works created by 10 of the best digital French artists. The concept was simple: Internet users can access for free and for 24 hours, Photoshop compositions from these artists on a dedicated website, and discover their creative techniques (layers, textures, dynamic filters, etc.). With the success of our first season, Fotolia re-introduces the project with a colorful second season, and invites you to discover digital art from a whole new International angle! »



### 1 - Image in Photoshop format

### 2 - 10 artists of the TEN Collection, Season 1

Pierre Doucin alias Soemone
Xavier Bourdil alias Trust in Elements
Emeric Trahand alias Takeshi
Le studio Hellohikimori
Julien Morel alias Joolz
François Leroy alias Graphic Travelling
Julien Donot alias Pulssart
Brice Chaplet alias Xerty
Nicolas André alias Neopen
Damien Vignaux alias Elroy

### Key figures of the TEN by Fotolia, Season 1

More than 500,000 unique visitors on www.tenbyfotolia.com since December 2011 More than 350,000 views of the making-of videos More than 40,000 subscribers to the TEN newsletter Viral reach of the contest: 250,000 people

### SEASON 1: SUCCESS OVERVIEW

In December 2011, Fotolia launched the TEN Collection worldwide: "TEN", as in 10 artists, 10 themes, 10 months and 10 PSDs. It gathers the works, in PSD format, of 10 of the best French digital artists, made from Fotolia images, and based on a given theme: Business, Family, Travel, Street Art, Food, Abstract, Money, Mobile, Lifestyle, Drinks.

Every month, Internet users discovered creative techniques by downloading for free -for 24 hours, each artwork as a PSD. Each PSD was accompanied by a making-of video, allowing downloaders an intimate and up-close view of the artist's universe and techniques.

The first season of the TEN Collection, developed in collaboration with the graphic communities Amkashop and Wisibility, was a tremendous online success with over 170,000 PSD downloads! The dedicated website, www.tenbyfotolia.com, developed in 12 languages, welcomed more than 500,000 unique visitors.

The season then closed with a worldwide contest hosted on Facebook. From September 10th to October 10th 2012, digital art enthusiasts were invited to challenge the original 10 artists by submitting their own works on the same themes. With more than 1,260 entries, 35,000 Facebook "Likes" and a viral reach of over 250,000 people, graphics communities' showed their love for the TEN Contest.

Beyond this success, the contest allowed a young unknown Polish designer win a place in our international ad campaign, and prizes worth more than \$180,000!



12 countries = 10 artists + 2 « special editions »

Argentina, Brazil, Korea, Japan, Russia,
Poland, Spain, Italy, England, Germany,
France and USA

Discover the TEN Project on www.tenbyfotolia.com
Become a fan on Facebook: www.facebook.com/Fotolia
and follow us on Twitter: #ft10

### TEN SEASON 2: BIGGER AND WORLDWIDE!

Riding on the buzz of Season 1, Fotolia re-introduces the experience with a bigger and more colorful Season 2, starting January 10th, 2013, featuring 12 new international artists and their artworks. These 12 digital artists from France, USA, Argentina, Brazil, Korea, Japan, Russia, Poland, Spain, Italy, United Kingdom and Germany will share new beautiful works as well as their local cultural influences with the world.

Like Season 1, Internet users will discover creative techniques by downloading for free -for 24 hours, each artist's work as a PSD. Each creative piece comes with a making-of video, shot in the native country of each artist, and subtitled in 12 languages showcasing the artist and his/her professional tricks.

This season, the Ten Collection will feature 12 artists instead of 10. These 2 artists will be highlighted uniquely with « special edition » creations developed under a different format. The file types and artists' names will be unveiled one month before, featuring additional unique resources for users!

### THE EDUCATIONAL POWER OF A PSD

Whether it is a source file, or a training video, TEN by Fotolia Season 2 offers digital art fans an opportunity to discover Photoshop files with high quality photomontages, allowing them to study the artist's technique from the technical point of view using all their layers, texture effects, styles, patterns and dynamic filters. This is what makes the TEN project so fun to learn and so engaging!



### Smartphone optimized website



### Strong presence on Facebook



### New: online shop!



### A NEW HTML 5 WEBSITE, OPTIMIZED FOR MOBILE APPLICATIONS

The TEN by Fotolia Season 2 website was reimagined to enhance user experience and is now available on every hardware platform (computers, smartphones and digital tablets). Furthermore, the website and browsing experience have been upgraded to immerse users into the heart of the artist's universe with maximum space to highlight his creation. The video section introducing the artist in his creative environment has been enriched with an extra video, showing details about one of his creative techniques. As in Season 1, users can share the making-of videos of each of the artists on Facebook and on Twitter.

### A DEDICATED FACEBOOK PAGE REINFORCES THE COMMUNITY BOND

To reinforce its bond with its fans during this new season, Fotolia focuses on social media. A month before launching a new artwork, new users will be able to discover a sneak preview on a Facebook page, the backstage making-of video, featuring the artist as he/she goes about his outings with the team members, and a few other surprises. Interactive Q&A sessions between the artists and the fans will also be set up. What's more, Fotolia will offer its fans an exclusive extra 24 hours to download the free PSD!

### NEW ONLINE SHOP AND GOODIES

Another Season 2 feature: Fotolia will allow users to buy directly from the TEN Website prints of the artists' works on various products: posters, t-shirts, and wall canvas with worldwide shipping.



### http://www.eenia.com/



http://iam.gwonsoongyu.com/



http://adhemas.com/



### «TEN» COLLECTION: 10 ARTISTS - 10 LANGUAGES - 10 PSD - 10 MONTHS

# GUSTAVO BRIGANTE (Thursday, January 10th)

**Gustavo Brigante** is an Argentinean graphic designer and illustrator. He created a website in the 90's with Javier Cencig, where they share their common passion for experimentation and graphic design. He worked for several clothing brands in 2001, and then broadened his works to other fields, like logo and type design. A self-educated and multidisciplinary artist, Gustavo likes challenge and risk. His references now include big brands like Johnnie Walker, Hugo Boss and MTV, and he is part of the famous KDU crew. Gustavo Brigante now works in his own studio in Buenos Aires for several international clients.

### **SOONGYU GWON** (Friday, February 8th)

A creative director at D.FY Inc. Design Group in Seoul, **Soongyu Gwon** is above all a man looking for the deep meaning in things. Motivated by personal reflection deeply related to his culture and history, he defines himself as an « image maker », more than a simple designer. His work and style result from this ongoing reflection, materializing into ultra-graphic artworks, perfectly mastered.

### ADHEMAS BATISTA (Friday, March 8th)

Born in 1980 in the South of São Paulo in Brazil, **Adhemas Batista** is a self-educated digital artist, now living in the United States with his family and pursuing a creative career in his own studio in Los Angeles. A graphic designer since he was 15, the so-called « color seller » stands out thanks to his highly colorful and powerful visual style, which earned him several awards, among which a Golden Lion in the « Conception » category of the 2009 Cannes Festival, and two Golden Statues in the London Festival. He was otherwise named « Brazilian Young Creative » at the 2003 Cannes advertising Festival. Recognized for his creative work for the brand Havaianas, Adhemas Batista has since been contracted by other great brands, such as Absolut, Adobe, Danone, General Motors, Microsoft, Myspace, Nestlé, Nike, Nokia, Pepsi, Puma, Unilever, Volkswagen. He is also the only Brazilian artist to take part in the Coca-Cola Remix project in 2007. His work has been published in prestigious magazines, and his graphic prints inspire a whole graphic design generation.



### http://marumiyan.com/



http://www.destill.net/



http://diftnorm.com/



### MARUMIYAN (Wednesday, April 10th)

Born in Fukuoka, Japan, this 27-year-old creative designer graduated from the Fine Arts Faculty of Kyushu Sangyo. Noticed early by international media such as Juxtapoz, New Web Pick, Artskills, **Marumiyan** joined several art collections and international exhibitions. He is the author of the book, « Illustrator VS Photoshop », published by MdN, and managed visual design for one of the most popular live music festivals in Japan (Minami Wheel). His style, illustrative and elaborate to the highest degree, feeds works filled with floral elements, energetic and colorful, which allowed him to work for brands like Wacom, Panasonic, or Docomo.

# MIKE HARRISON (Friday, May 10th)

**Mike Harrison** is a multidisciplinary artist from London, working as a freelancer. Constantly looking for new styles, he enjoys experimenting with various techniques, and develops new design concepts: drawing, illustration, typography, 3D, photography, webdesign, which gives his works a very eclectic rendering. Inspired by an environment in constant evolution, Mike Harrison has worked in particular for Nike and The Wall Street Journal, and is now a member of the famous KDU crew and the Depthcore community.

# ALEXANDER OTTO (Monday, June 10th)

**Alexander Otto** is a German self-educated graphic designer, aged 24 and a specialist in photo-manipulation. During the last six years, he worked with different media, from illustration to 3D, via interactive design. The style of this artist uses experiences and techniques that are bounds with graphic elements, which speaks to his work of astounding dynamics and creative identity. You can find among his clients brands like Chanel, Diesel Parfums, Alfa Roméo, Mazda, Mercedes, Redbull, At&T. Despite his youth, he has been published in the best online and offline graphic magazines, and influences numerous artists already. Alexander Otto is now a designer in Frankfurt for the Syzygy Group, and also works as a freelancer. He is part of the KDU crew.



http://www.somistar.ru/



http://www.serialcut.com/



http://burdu976.com/



http://hejz.com/



# **ALEXEY SAMSONOV** (Wednesday, July 10th)

Better known as Somistar, **Alexey Samsonov** is a freelance designer, as well as a Moscow art director. He is particularly drawn to creation and digital image manipulation, composition and photo editing, as well as website design. His clean style, technique and unique sense of composition led him to work for great brands such as Adidas, Audi, Megafone, attracting numerous renowned advertisers. His work now finds a particular echo in the advertising domain, where he excels. His surrealistic photo montages earned him recognition from his peers, and were published in many online and offline graphic magazines. Alexey Samsonov is also part of the famous international KDU crew.

## SERGIO DEL PUERTO (Tuesday, September 10th)

Sergio del Puerto, founder of the Serial Cut Studio™, has been an Art Director since he was a teenager. Living in the electronic music environment, he started his career by creating flyers for the most mythic clubs in Madrid. Having worked for some time with El Pais, where he used to publish an illustration per week, Sergio del Puerto just published a book, «ExtraBold», recounting both his personal and professional career. His meteoric rise allows him to work for such prestigious clients as Nike, Microsoft, Adobe, Puma, Toyota, PlayStation, MTV, Channel4, Diesel, LG, Vodafone, Burger King, Pepe Jeans, Blackberry, Absolut, Dodge, The Guardian.

# ALBERTO SEVESO (Thursday, October 10th)

**Alberto Seveso**'s love for graphic arts developed when he was 14, in Milano. Fascinated then by the graphics on skateboards and metal bands CD covers, Alberto started wondering how he could reproduce theses works, and his style kept developing since. He particularly contributed to the growing idea based on « dispersion » of which he clearly is the leader.

His deconstructed style is always about Humanity. His very aesthetic and easy to recognize compositions left their imprint on an entire generation of designers, and are still inspiring graphic design to this day. Alberto Seveso is an artist among the most internationally published. He now works as a freelancer in Portoscuso, in Sardinia, and counts among his clients Adobe, Bacardi, Espn, Playboy, Nikon.

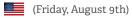
# PETER JAWOROWSKI (Friday, November 8th)

Co-founder of the media agency Arsthanea, **Peter Jaworowski** is a Polish graphic designer, known worldwide for his fascinatingly colored photo-manipulations, and his lighting fast mastery. His talent and imagination seduced some of the greatest brands, such as Nokia, Nike, Discovery Channel, LG, PlayStation, Coca-Cola, UbiSoft, Converse, Nissan, and allowed him to create visuals for video games and movies as famous as Avatar, Mirage and The Witcher. Regularly published in world reference magazines, and widely spread online, his style is easy to recognize. Peter received numerous international awards, such as the World LuxuryAward, Kreatura, Afsf, or PromaxAward, and belongs to the Adweek Talents 2011 Top 10.









A passionate artist for drawing and animation, the first « special edition » artist of the TEN project Season 2 is American. She works for a famous creative studio in San Francisco, with prestigious Silicon Valley clients, such as Evernote. In the course of 2013, this artist will share her creative techniques through an explosive composition!

# (Tuesday, December 10th)

The second « special edition » artist, or rather the artists, are a creative couple with a quirky mind. Living in North-West France, they work together on numerous professional projects (iPhone apps, webdesign, branding, etc). For this project, these two passionate artists agreed to work on an unpublished file format to present their composition which perfectly fits the traditional Photoshop format.



From December 10th 2012, a « coming soon » page will be accessible on the www.tenbyfotolia.com website along with a Facebook page where web users will be able to discover the making-of video, shot in Buenos Aires, Argentina, by the first Season 2 artist: Gustavo Brigante. As with the first edition, users will have the possibility to subscribe online to the TEN newsletter, and be informed of the release of each upcoming artist's free PSD file.



Downloading PSD files made by the best digital artists gives users a valuable look at how to create certain graphic effects. The PSD files include the whole set of layers, texture and light effects, patterns and dynamic filters used by the artist.



The first PSD of the TEN Collection will be downloadable for free (A3 format in 100 DPI) for 24 hours starting January 10th, 2013 on www.tenbyfotolia.com. The artist's work will be featured, and web users will find every detail about the use of resources and layers that led to this result within.

After 24 hours, the PSD will be for sale in A3 format (300 DPI) for \$12 with commercial user rights on the condition that the rights for the use of any Fotolia images used in the file are also purchased.



Web users will be immersed every month in the artist's world through his/her interview and making-of video, made in the artist's native land and subtitled in 12 languages.



If the success of the TEN Collection is mainly based on the artists' works and the educational vocation of the project, the first season showed it was amplified by a powerful multichannel communication setup: press relations, online and offline advertising, social media, direct marketing, billboards and tradeshows.

# PRESS AND INFLUENCERS







# Facebook: 65,000 fans Twitter: 25,000 followers Fotolia website and blog: 5 million, 100 million viewed pages TEN Website: 500,000 unique visitors Youtube and Vimeo making-of videos: 350,000 views

# PRINT CAMPAIGN



 $\label{eq:Full page print ad, in premium location} In dozens of specialized international press supports, every $$month$$ 

# **BILLBOARDS AND TRADESHOWS**



Graphics of America 2013: February 21-23, 2013 (Orlando, FL)
GrafikArt Show 2013: April 25-27, 2013 (Montreal, QC)
How Design (Live): June 22-26, 2013 (San Francisco, CA)
SGIA Expo 2013: October 23-25, 2013 (Orlando, FL)
Visual Connections Image Expo: TBD (New York and Toronto)

# ONLINE CAMPAIGN



Display on numerous websites and blogs, dedicated to graphic arts and communication

# DIRECT MARKETING



Fotolia clients newsletter: 750,000 subscribers TEN newsletter: 40,000 subscribers

+ Partners newsletter





# **GARTH JOHNSON**

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