

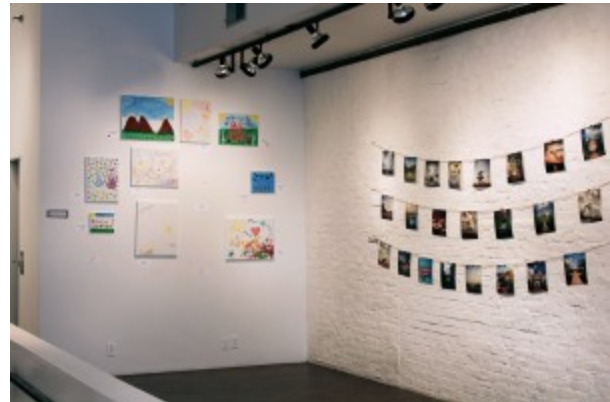
Local by Design

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Katie Gamble

October 18, 2013

The first ever CUDO Pro Show will be held at indi go Artist Co-op from October 18 to October 29. Forty-three local designers submitted over 100 entries in 21 different categories, including a student category. Visitors can look forward to seeing videos, fonts, advertising, apps, games, products, illustrations, industrial design, logos, posters, packaging, websites, books, catalogs, direct mail and more. There's even one sculpture.



CUDO Pro-Show at IndiGo Co-Op.
Champaign,IL. Photo by Alissa Wertz

“It’s been about 10 years since local designers and creative professionals have had a chance to showcase their work in any kind of venue,” said Paul Young, CUDO board member, in an email. “At one time, the now-defunct Champaign-Urbana Ad Club sponsored an awards show, but that was usually a one-night event for professionals only. What CUDO wants to do is create an exhibit where the talents of our local creative pros are on display and accessible to the public for an extended period of time, so mounting an exhibit at indi go makes sense.”

To spread the word, CUDO sent emails to their extensive list of creative contacts, and designers responded with their favorite commercial art pieces, Young said. Some of the designers being showcased do freelance work, while others work for a larger firms like Volition, Pavlov Media, Pixo, March of Dimes, Gill Athletics, Mpress Interactive, Car-X, 40 North 88 West, Studio 2D and others.

“Graphic design, marketing communication and commercial art aren’t showcased in art galleries very often,” Young said. “In fact, except for students shows, I can’t recall any in recent memory. The CUDO Pro Show is designed to change that. We think commercial art is just as creative and viable an art form as fine art. The process of creating a painting and a poster are very similar. The artist or designer starts by seeking inspiration, then they need to do a lot of sketches in order to come up with a great concept, they have to design the layout and they have to execute the art with a high level of craftsmanship. The end result should be a piece that is creative, visually engaging and memorable. Just like fine art.”

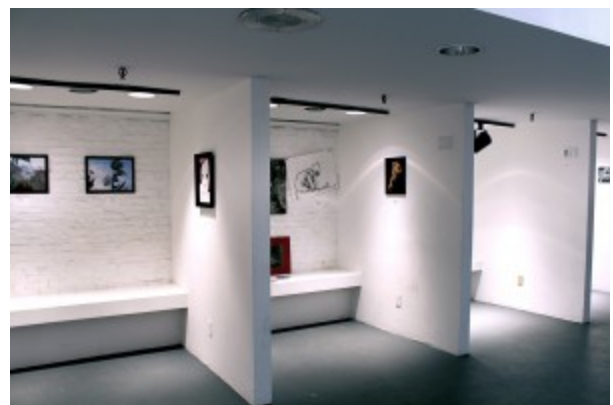
Sponsors such as Parkland College’s department of fine and applied arts, The Living Letterpress, Art Coop, Larry Kanfer Gallery, Premier Print Group, Thunderstruck Design, Cafe Kopi, Dean’s Graphics and indi go helped to make the exhibit happen.

“In my opinion, creating commercial art is actually more challenging than creating fine art because designers have one additional problem to deal with: They have to please the client,” Young said. “Fine artists usually just have to please themselves, but commercial artists have to create work that will also work for the client in the marketplace by successfully communicating a message to the target audience. So what you will see in the gallery is the blood, sweat and tears of local designers, illustrators, photographers, developers and filmmakers doing what they do best.”

The opening reception will be held at the indi go Artist Co-op on Friday, October 18 from 6 p.m. to 9 p.m. The Yellowjacket Stringband will be performing live in the gallery, and wine and hors d’oeuvres will be served. You can’t look at art without wine, after all.



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