

Lucca, July 23, 2013

“A MATTER OF STYLE”

LUCCA COMICS & GAMES ANNOUNCES THE 2013 OFFICIAL POSTER

A new challenge

Are you ready for *A Matter of Style* 2013? After several successful years, Lucca Comics & Games, Italy's leading comics, games and fantasy show, is ready to beat all expectations and celebrate the best of videogaming, comic and cosplay culture with fans from all over the world.

An exclusive poster to promote the forthcoming event brought together a distinguished team of eight artists to create the best image to represent Lucca and the year's theme - fashion and style.

The poster brings together several worlds, blending stylish Tuscan flavor with the videogaming and cosplay culture that is at the heart of the festival.

Riot Games' team of splash artists, directed by Adam Murguia, rose to this unique challenge. Having developed the fantasy universe of League of Legends - the world's most played online game - the team were excited to turn their talents to the promotional poster for Lucca Comics & Games. This is a particularly special year for the festival as its host city is celebrating a historical 500th anniversary.

Recently launched in Italy by Riot Games, League of Legends has quickly become one of the most popular MOBA (Multiplayer Online Battle Arena) in our country. Riot's creative team has put together a poster for the thousands of fans set to visit Lucca Comics & Games in 2013.

The 2013 Poster

Featuring comic heroines set to star in exhibitions and events at this year's show, the poster celebrates cosplay culture with a fashion twist. In a nod to fantasy and sci-fi, Pris, the *Blade Runner* android played by Daryl Hannah, also has a starring role. Set against a backdrop of an autumn dawn, the image brings to life unique Tuscan atmosphere of the Lucca Comics & Games festival.

The Artists: Riot Games Splash Team

Andrew Silver took his first steps into the art world by copying covera VHS tapes as a child. Inspired by this early experience, he went on to attend the School of Visual Arts, and then went on to study an Illustration Masters Class at Amherst College before joining Riot Games as a concept artist.

Katie De Sousa is a young artist originally from Canada. Katie sharpened her skills creating concept art for independent games and comics before joining Riot in 2012 and regularly performs live art demos online and at key art and trade shows.

Chengwei Pan studied at the Beijing Film Academy, and joined Riot as a concept artist in 2013. Over his career, Chenqwei has developed equally as a visual development artist and traditional animator.

Christian Fell is a concept artist, a 2D and 3D designer and a character designer and animator. He now lives in LA after living in China, England and Germany, where he was born.

Michelle Hoefener graduated from the Illinois Institute of Art, in Chicago, where she specialized in Game Art and Design. She likes to get inspiration from many forms of art and is particularly passionate about using lights and colors to create her characters and settings.

Alex Flores studied at Santo Tomas University in the Philippines. As part of the concept art team, Alex's work focuses on creating and reimagining champions for League of Legends' Fields of Justice.

Bo Lu graduated in Visual Development for games, films and animation and joined Riot as an Associate Concept Artist in 2012. Bo creates Illustration, fine art and sketches to contribute to the artwork of League of Legends.

Joshua Brian Smith has a bachelor in Fine Arts and Digital Media from the Otis College of Art and Design and joined Riot's splash team in 2012 where he contributed to many player favorites.

Heading up the team is art director **Adam Murguia**, whose past credits include director of the Sims (EA). Adam joined Riot at the beginning of 2012 and leads a team of splash and concept artists always looking to deliver more awesome quality for players.

The Process

Excited to tackle this unique design challenge, Riot Games' team of eight brainstormed a concept that would bring the fashion and style theme to life, while remaining true to authentic videogame culture.

As a first step, Andrew Silver and Bo Lu created a series of thumbnails exploring possible concepts and layouts around the theme of style meets fantasy. Once the team had discussed feedback, gave thoughts on their favorite concepts and agreed on a central theme, Andrew brought the image to life with color compositions and rendering – bringing the image from sketch to fully-formed work of art.

Finally, Katie De Sousa gave the image a last polish, bringing out smaller details and the kind of 'pop' only fitting for an event celebrating fashion and style in the comic and videogame community.



Città
di Lucca

Con la collaborazione della



Con il patrocinio di
Ministero per i Beni e le Attività Culturali
Regione Toscana

LUCCA COMICS AND GAMES 2013

QUESTIONE
DI STILE

31ott ▶ 3nov
IL FESTIVAL

19ott ▶ 3nov
LE MOSTRE



Eventi organizzati
dal Comune di Lucca
in collaborazione con
la Regione Toscana