

## **Shantell Martin - Press Release**

Since graduating from Central Saint Martins University of Art and Design with a Bachelor of Arts (Hons) in Graphic Design/Illustration in 2003, Shantell Martin has pursued a multi-disciplinary creative career. Currently based in Japan and working mostly in the field of drawing, she sells her artwork in both her hometown of London, as well as in Tokyo.

Shantell explains, "My illustrations all tell a story, but it's left to the viewer to interpret what it all means in their own natural way." When working on a piece Shantell draws with no intention or pre-planned concept, instead executing the repeated line patterns and shapes according to how she feels at the particular time. Her work is spontaneous and outspoken. She draws to show her emotions and finds other people relating to her through her artworks. Some of her drawings create questions for the viewers and others even answer them. The drawings themselves are extremely detailed with an explosion of patterns and visually stimulating depictions of activities. One of the many interesting qualities of her work is that there are many lines and segments that appear at first to belong to one section of the drawing, but continue into another, creating an amazing flow that allows viewers to follow and enjoy a continuing story.

Shantell has showcased her illustrations in various parts of the world, including participating in the exhibitions *15 Degrees* (Taipei, Taiwan), *Future Map* (Angel, London), and *Shop 03* (Covent Garden, London). As a VJ she has performed for international audiences in Tokyo at events such as *Minimal Tokyo*, *Miss Apollo* and *Test Tone* at the well-known art space/club, Super Deluxe, where guests have had the opportunity to watch her drawings being created live.

Her style remains uniquely hers and instantly recognisable. Shantell does not limit herself to how she presents her drawings. She recently produced an autumn/winter 2006 range of streetwear consisting of classic t-shirts and sweaters printed with her illustrations. Sold exclusively in the popular London shop, Beyond The Valley (Newburgh Street), the collection has completely sold out before the end of the season.

The Press has, taken a large interest in Shantell's work, having features in the popular music magazine, *Luire* and the lifestyle magazine, *Hidden Champion*. In 2006 *The Ecologist* magazine commissioned her to create a large-scale mural for their London headquarters.

Shantell has also taken part in advertising campaigns for the streetwear brand Carhartt and collaborated with the London design collective The Chip Factory, while still continuing to produce her own series of hand-drawn illustrations and take on private commissions. She is currently working on her next line of apparel for Autumn/Winter 2007. This collection will focus solely on sweaters, exaggerating details and construction techniques to create a new garment, printed with Shantell's drawings.

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