

Here Come Da Judgment. A poster announcing next April's International Andy Awards is "a portrait of the ad industry in religious terms," says Leo Burnett AD Matt Miller (Burnett deputy CCO Mark Tutssel is the 2006 Andy jury chairman, hence the Leo connection).

With a "structure based on religious paintings from the Renaissance, the Grandy is in heaven, the judges are on high, the hacks are down in hell and those striving to transcend mediocrity are in purgatory," explains Miller. And Milwaukee-based fine-artist Fred Stonehouse, who was tapped for this Boschian tour de force, is presumably in self-promo paradise. "We gave Fred the little winks to the jury members' careers, and we had a few sketches for some of the inside jokes," adds Miller. "Then he put his unique twist on each scenario."

Which is not something Stonehouse (fstoney@sbcglobal.net) does often, though he's prepared for a bigger illustration future, now that he's got his whole leg in the door, never mind his foot. "I've had only occasional run-ins with the commercial community, and it's always an adjustment for me to deal with the idea of a 'client,' but I think that it's a healthy change of pace to my daily studio routine to work on what is, essentially, collaborative art," he muses. "It's a real challenge for me to figure out how to make a commercial piece work while at the same time staying true to my own artistic identity. Coming down off my elitist horse occasionally is a good thing. Dealing with a client, an art director and God knows who else has a great equalizing effect on one's ego, and is a reminder that art is about communication and not navel gazing — though I do find a certain amount of contemplative navel gazing to be healthy." The Andy art will be seen in print ads, the call for entries brochure and online. See www.toryfolliard.com for more on Stonehouse and see www.andyawards.com for more on the show.



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CREDITS

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