

Press Release: 19 Artists vs COVID-19

19 Artists versus COVID-19 is a limited-edition poster project by Italian paper manufacturer Fedrigoni, printed by PUSH London, in collaboration with 19 artists, to show support in the fight against COVID-19. The project was proposed and organized by Álvaro López, a London-based Spanish graphic designer and one of the 19 artists. The initiative aims to raise funds for NHS Charities Together, a federation of 250 charitable organisations who support the National Health Service, its staff, volunteers and patients, in the United Kingdom.

The project features an international collective, including Alan Kitching, Pablo Amargo, Noma Bar, Sarah Boris, Michael Curia, Nick Cook, Piero Di Biase, Mario Eskenazi, Vince Frost, Götz Gramlich, Michael Gibb, Henrik Kubel, Nina Jua Klein, Álvaro López, Rob Lowe, Morag Myerscough, Shweta Malhotra, Alejandro Paul, and Matt Willey.

Each creative was asked to design an A1 poster based around the current global pandemic, interpreting the message 'Stay Home' and social distancing. This universal slogan has been an important message during these unprecedented times, and has been vital at slowing down the rate of infections across the world. Álvaro López, who issued the brief, says *"Every day I hear the news and I'm in awe of the bravery and dedication of key workers. I was at home, in furlough, and I felt the need to somehow help. I believe being at home can give you a different perspective on how to think and it can be genuinely inspiring. Tough times are always a source of creativeness, it's in our human nature."*

The posters were printed one sided lithographically on a Heidelberg Speedmaster by PUSH London. The designs used up to 4 Pantone colours and are a limited-edition of 75 copies per design. Each poster was embossed with the Fedrigoni shield and hand numbered. The choice of paper was based around the Fedrigoni Plus collection, stocked in the UK and available for next day delivery.

Although the message was constant, the design results were varied. Many were typographical in particular Alan Kitching, Morag Myerscough, Nick Cook, Piero Di Biase, Vince Frost, Alejandro Paul, Michael Gibb and Mario Eskenazi. A few were influenced by medicine and the charity the project supports, such as Álvaro López, Götz Gramlich, Shweta Malhotra, and Noma Bar. Others were architecturally themed and inspired by the artists' homes, like Sarah Boris, Pablo Amargo, Michael Curia, Nina Jua Klein, Henrik Kubel, Matt Willey and Rob Lowe. Each poster is unique and they convey the range of emotions that come with this situation, from the loneliness of self-isolating, the frustration of social distancing, the security of our homes, the struggle of daily routines, but also showing

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an appreciation for keyworkers, a positive outlook on our future and the hope of overcoming this pandemic. Most of all, it shows how we come together as a community.

The posters are being sold online at 19vs19.co.uk for £19 (including VAT, excluding postage), with all profits going directly to NHS Charities Together. The first edition of each poster will be sold by auction at a later date. Once the lockdown is lifted and offices reopen, all 19 posters will also be exhibited in the Fedrigoni London Studio in Clerkenwell.

In addition to Fedrigoni UK and PUSH London, the 19 artists would like to thank Premier Paper and UPS for supporting this project.

Stay Home, Stay Safe.

Fedrigoni

Fedrigoni is an Italian paper manufacturer distributing to over 110 countries worldwide.

Fedrigoni London Studio

The Studio is a place for customers to experience Fedrigoni papers for themselves. Situated on Clerkenwell Road and fittingly once referred to as 'Little Italy', it exists to bring Fedrigoni paper closer to the design and print community. Throughout the year the Studio hosts various events aimed at the creative and print community, from seminars and exhibitions, to awards and workshops. It is also a place where creatives can discuss their projects, be inspired by printed samples, explore all ranges and collect A4 samples. Although the London Studio is temporarily closed due to COVID-19, our Paper Consultants are available by phone or email, and our delivery and samples services are still in full operation. Contact us for any assistance needed. www.fedrigoni.co.uk

PUSH London

PUSH is a printing company based in London passionate about producing the very best quality lithography books and brochures.

FOR MORE INFORMATION ON 19 ARTISTS VS COVID-19

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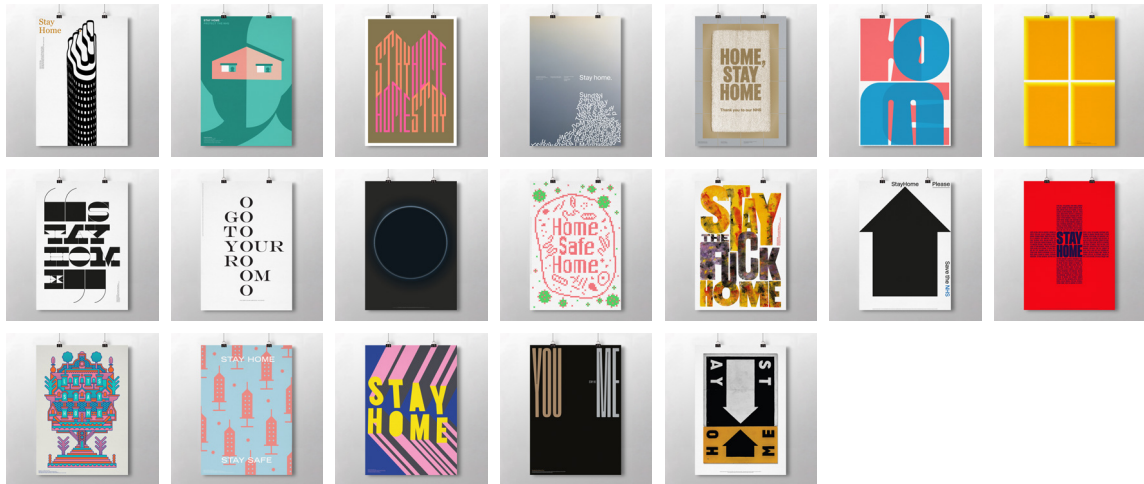
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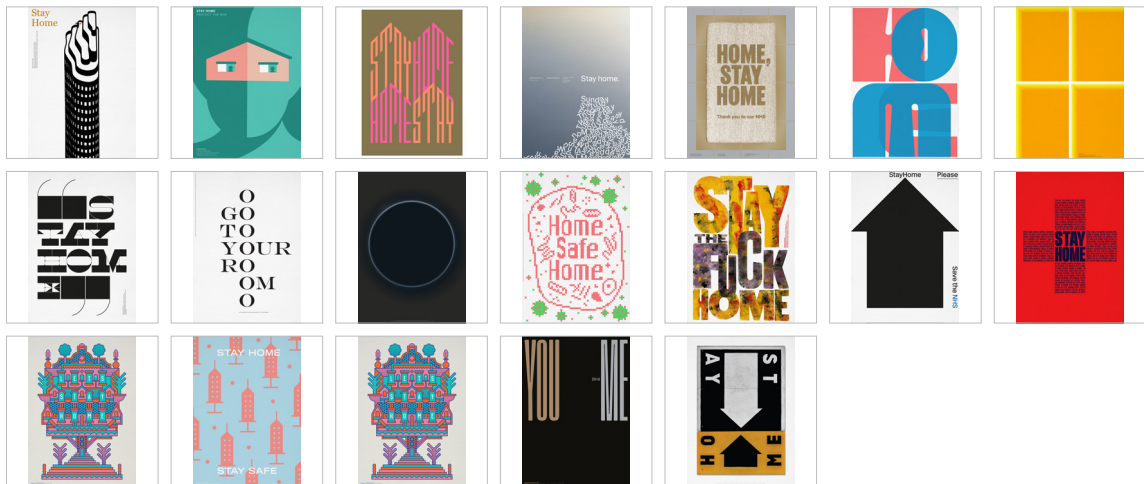
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Images available to download, click [here](#)

1. Posters with hanger



2. Posters



3. Logotype

