

ESTUDIO MARISCAL

PRESS KIT

APO

Creation of cover illustrations.

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ESTUDIO MARISCAL

Mariscal has transmitted his „joie de vivre” on the covers of the leisure time and cultural magazine, Apo, which is published in Tokyo.

The editors of Apo magazine, dedicated to the world of leisure time and shows in Tokyo, decided to commission Mariscal to illustrate the cover for the first year of its launch. The magazine needed a strong identity and for the cover to be recognisable instantly for each edition. Mariscal's illustration became a point of reference for the readers.

Because of the contents of the magazine, the illustrations referred to the leisure time aspect of everyday life with a highly varied series of images in the themes but in keeping with the style and optimistic character of their author. His “joie de vivre” is identified with Apo's editorial line.

APO

Creation of cover illustrations.

client APO magazine

country Japan

year 1983

tags editorial, graphic art

related projects the new yorker,

vespa



