

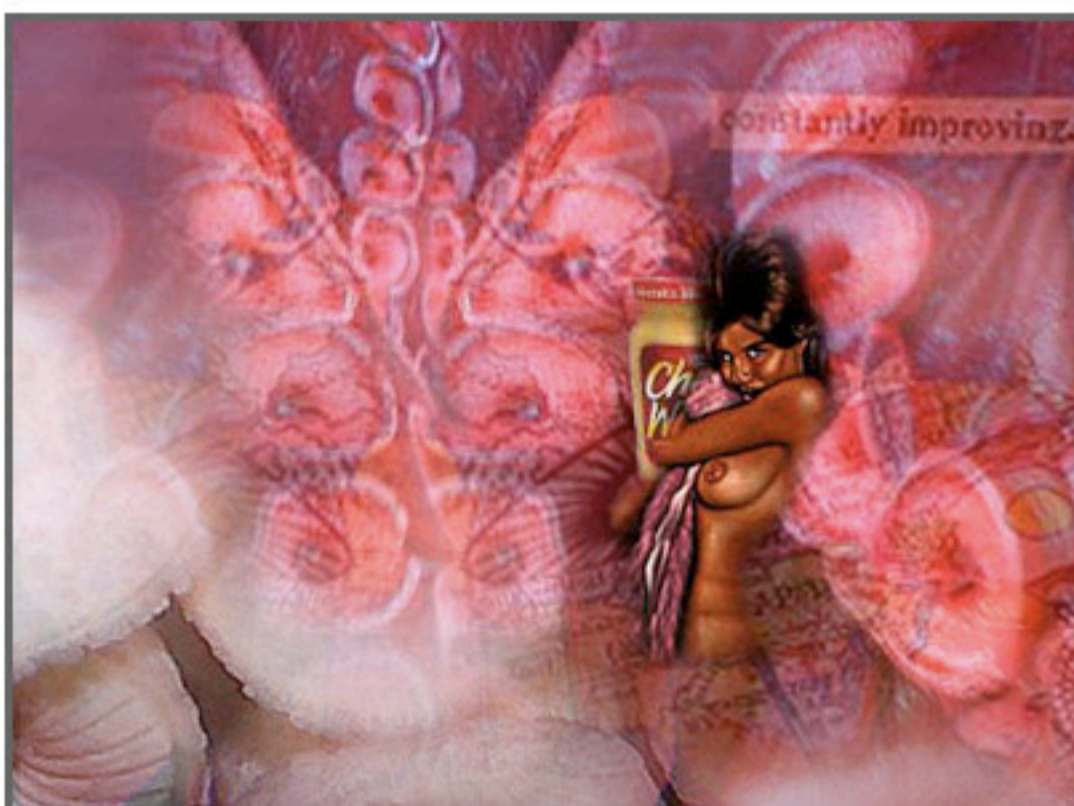


Sugar Power

Illustrator Zurich, Switzerland

[December 11th, 2006] Sugar Power of Lint Museum fame, has been creating images for advertising agencies, editorial clients, film companies, publishing houses and the music industry for 13 happy years.

In addition to her award-winning work as a collage illustrator, Sugar has used her Master's degree in Animation and Interactive Media to create several successful animated films for her clients.



Most recently she won Illustration of the Year at the Create: Awards in Melbourne, Australia.

Recent clients include:

Saatchi & Saatchi, Young & Rubicam, Chevron, Telus, Designer Magazine, Stu Magazine, Design Graphics Magazine, Desktop Magazine, Digit Magazine, Madman Films, Bollywood Masala Films and the City of Melbourne.



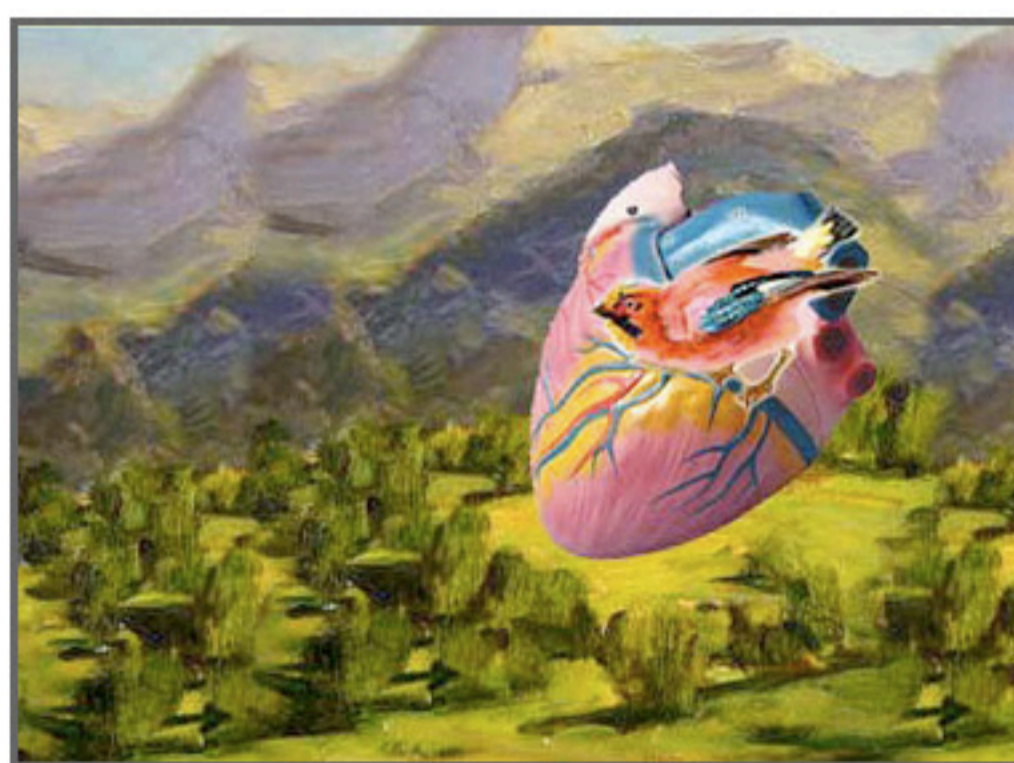
How does it work with you living in Zurich and working on US projects?

Funny. I used to travel between Switzerland and North America when I was younger (and the internet was less prevalent) and it felt like a great distance. but now I travel between Europe, Australia and North America in what seems like a blink.

It is the same with work. It really makes no difference where I am. I speak on the phone with clients daily, communicate via email and video chat. I am in closer contact with my clients than my next door neighbors most days. Strange but, somehow, delightfully true.

Also does the internet, Fed Ex, email help in bridging the Atlantic gap?

Certainly the internet does and the calling cards you can purchase make it cheaper to call north America then to call someone in Switzerland on their cell phone. I am also the poster-girl for Fed Ex when deadlines are tight.



What are some of your favorite types of jobs...when the art director is involved and gives specific direction or when you have the freedom to interpret?

I like both. I am always intrigued by people's ideas and love to collaborate. At the same time, I find myself with endless impetus for image making.

Has your work evolved over the years or is it the style you started with and have nurtured and perfected?

If I hadn't evolved I think I would be in a little trouble. With that said, my concerns seem to dwell in the same realms. Collage, miniatures, heartbreak, poetry, color.

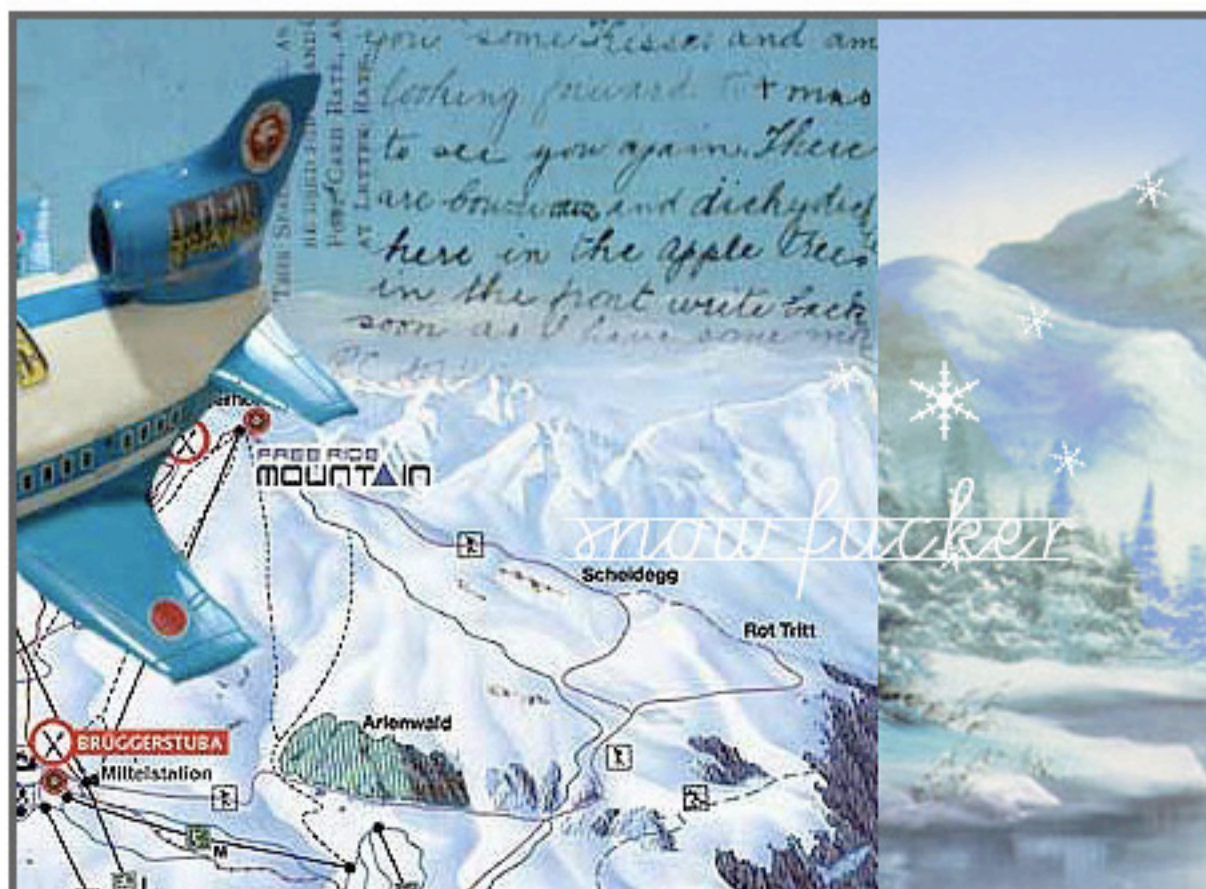
Is there a specific theme or character that comes up a lot in your work?

Love. and its many manifestations. This includes: romantic love, fetishistic moments, obsessive attraction, random lusts, platonic love, pleasure in general, devotion and yearning. pretty much anything that makes my heart break, race, swoon or plummet. Also daydreaming.

How do you promote and market yourself?

Being featured in magazines helps. For instance, I was recently showcased in Designer magazine out of Singapore in an article entitled "The Enigma of Sugar Power" which raised some new client interest. I also took home the illustration of the year prize at the create awards in Melbourne, Australia. This was very helpful in terms of promotion.

Aside from that, my website www.lintmuseum.com seems to fare well. and I never hesitate to email people who's work I admire and have made quite a few friends and clients that way.



What are your inspirations?

Outer space, uncanny valleys, limitlessness, dailyness, detail, despair, fusion, hope, molecules, television, cupcakes, kissing, and just about all human feeling.