



Ralph Steadman Addresses CLIO Delegates at the 2nd Annual Saatchi & Saatchi Hero Show

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Prolific Artist of Outrageous and Provocative Talent Shares Art, Music, and Insights

MIAMI, May 19 /PRNewswire/ -- British artist, cartoonist, illustrator, writer, and musician, [Ralph Steadman](#) treated CLIO AWARDS delegates to a two-part presentation on his thoughts and work over the years.

Bob Isherwood, worldwide creative director of [Saatchi & Saatchi](#), introduced Steadman as an "artist with an amazing story to tell ... an unstoppable creative." Steadman then proceeded to take the audience on a mesmerizing, often witty, illustrated journey full of inspiration and artistic surprises.

Part one was a dissertation on the "Elements of Chance in Creativity," covering ground as diverse as the history of Irish printing and an imaginary conversation involving Marcel Duchamp and Luis Bunuel. It was a showcase for the highly original and diverse spread of Steadman's output.

Part two concentrated on Steadman's legendary association with Hunter S. Thompson and his role in the birth of Gonzo journalism. He followed his presentation by taking questions from delegates. He then closed the show by singing a self-composed song, accompanying himself on the ukulele.

Steadman received a standing ovation.

Saatchi & Saatchi launched the Hero Show in 2007 with controversial Italian photographer Oliviero Toscani.

As Bob Isherwood pointed out, "The Hero Show gives Clio delegates a unique opportunity to hear directly from the most inspirational and legendary creatives."

As one of the most innovative and idea-driven companies, Saatchi & Saatchi champions emerging talent at events such as the New Directors Showcase and celebrates the colorful and legendary creative characters at the annual Hero Show.

As Isherwood puts it, "Our industry would be lost without the creative brilliance of people just starting out -- and without the inspiration of established individuals. We're delighted to bring both ends of the spectrum to a wide and appreciative group."

The presentation space had been turned into a Steadman gallery for the Hero Show with giant prints of some of his eye-whacking art. The ambition is to auction off the prints with the proceeds going to charity.

ABOUT SAATCHI & SAATCHI

Part of the Publicis Groupe, the fourth largest communications holding company, Saatchi & Saatchi handles over 40 multinational companies including Procter & Gamble, Toyota, General Mills, Novartis, Sony Ericsson, Emirates Airline, Deutsche Telekom/T-Mobile and VISA Europe.

With 150 offices and almost 7,000 employees, Saatchi & Saatchi is known for its outstanding creative ideas that generate powerful emotional connections between consumers and products.

This is a key element in Lovemarks, Saatchi & Saatchi's unique methodology for elevating the status of brands by creating 'loyalty beyond reason' and 'inspirational consumers'.

Saatchi & Saatchi is 'The Lovemarks Company'.

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