

# Jon Hicks pavement drawing

## **1996 – Present : Commissioned pavement artist**

Clients include : Blue Peter, Cravendale, English Heritage, Ernst & Young, Kellogs, Microsoft, The National Space Centre, Sky, Virgin Airlines, ...

Featured in The Times, Evening Standard & on National and Local TV

## **1988 – 1993 : Busking pavement artist**

Reproducing classical paintings. Worked throughout the UK

From a repertoire or to commission. Solo or with assistants

Directly on to the pavement

OR

On paper or canvas and installed

OR

Artwork produced, printed on vinyl or foil and installed



Early days busking

## Directly on to the Pavement

The traditional and “authentic” technique.



Repertoire piece – double ended heads – solo 7 hours 9' x 6'

An area of 8'x6' can be covered, solo, in about 6 hours.

If drawing a head and shoulders portrait.

### DRAWING SURFACE

The paving surface is crucial.

This needs to be discussed before the event.

The classic concrete slabs are good, approximately 3' x 2' (90 x 60cm) or 2' x 2' (60 x 60cm).

If a site visit is not possible for Jon then some photographs should be taken of the potential pavement(s) and ideally some chalk tested.

Any surface too shiny will not take the chalk.

Too rough will make the process very time consuming

### MATERIALS

Jon normally works with a combination of chalk and chalk pastels

Chalk Paint can be used to cover large surfaces quickly, but it is not good for detailed work.



Arnold Bennett TV doc. on site 6 hours - 8'x6'



English Heritage - overnight 9 hours - 3 assistants



## On Canvas or Paper



National Space Centre – Typeface in studio completed on site in 6 hours, on canvas

A piece can be created on canvas or paper.

Enabling complex pieces to appear in a day and negating some of the issues of pavement surface and removal of the drawing.

The whole piece can be completed in the studio and then installed on site

OR

A piece can be prepared, started, installed and then completed on the day.



Started in the studio (one day) – completed on site in 6 hours with assistant – chalk pastel on paper

## Printed

Various options of vinyls & foil

For a piece installed in one place for a long duration that needs to be durable to the weather and or repeated footfall.

OR

A piece to be reused at various locations, a vinyl that can be rolled.

With public interaction expected on the image and the need for durability.



Cravendale milk promotion - artwork painted on canvas in the studio

Involves Jon creating a finished artwork to a high resolution, normally painted.

Having this photographed and prepared for printing process.



In the photographers studio



Final promotion on durable rollable vinyl

Cravendale - design process and painted canvas – 10 studio days work



### 3D Illusions

These illusions work best from one viewpoint and can be great for a photo opportunity and promotion on social media.



Virgin airlines promotion painted on canvas installed on site – design, painting and installation – 10 days

As one walks around these drawings away from the viewpoint the image becomes distorted.

To make an image appear to stand up on the pavement the image needs to be elongated, sometimes very long.

To make an image appear to be below the pavement level, for example a hole in the road, the artwork only needs to be the size of the hole itself.

Jobs can vary dramatically in complexity.

It can involve a few days work in the studio and, if direct on the pavement, be time consuming to create on site.



Norton Antivirus – painted on canvas, installed at head office – design, painting and installation – 9 days

## Design work, Stencil cutting, Studio days

### DESIGNS

Any commission may involve design time.

Jon is happy working from a client brief and visual reference.

He can supply preliminary sketches, covering a number of options, for feedback and then work up a finished design to a client's preferences.

A flat, straight copy of an image may be possible without any preparation time, this depends on the image.

### STENCILS

Working directly on to the pavement some images with precise logos and typeface will require stencils cut in the studio beforehand. This speeds up the day on site.



Direct on to pavement, all typefaces were produced using precut stencils.

Completed solo on site in 6.30 hours

Jon Hicks is an artist & performer

He specializes in live events, outsized artworks & unusual commissions

He has a degree in Fine Art and a background in scenic painting and prop making.





Ernst & Young – promoting their sponsorship of The *Renoir Landscapes* Exhibition at the National Gallery

It is always recommended that permission be sought from the pavement owners.

**Thanks**