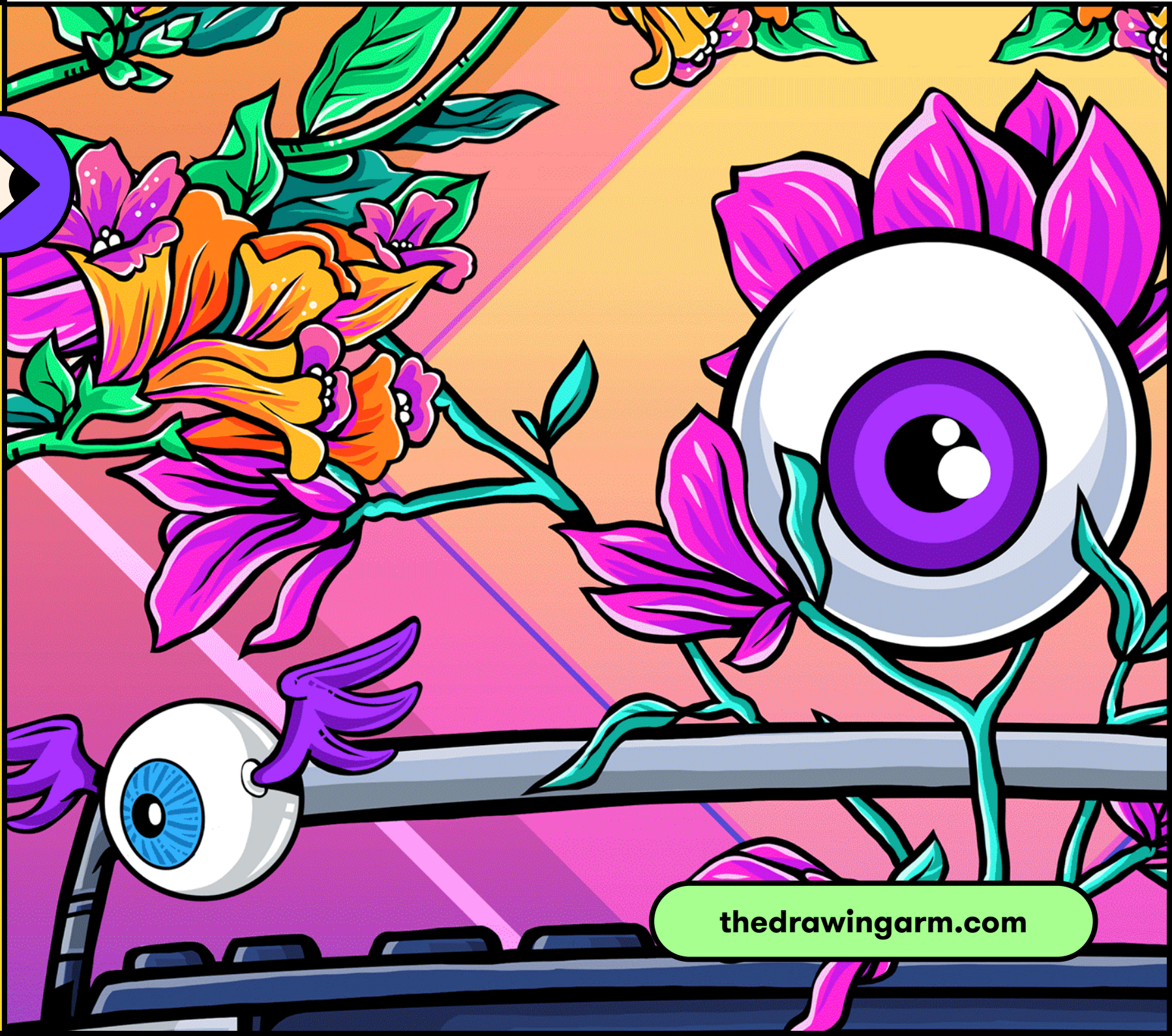


Trend Report 2025

The Drawing Arm



thedrawingarm.com

01

Introduction

In an era where the proliferation of the ordinary drowns out the whispers of innovation, businesses must forge deeper connections to maintain a competitive edge, and audiences will only connect with something truly compelling. Within this landscape of uniformity, an intense demand for distinction emerges—a demand we believe can uniquely be met through the transformative power of art.



**AT THE DRAWING ARM, WE ARE
DRIVEN BY A POWERFUL CONVICTION:**

INTRODUCTION ↗

Art will save the world.

Artist: Giodarno Poloni

This bold declaration isn't a lofty vision—it's a strategic point of view that we assert with clear and purposeful insight. Art holds the potential to revolutionize business by addressing today's challenges and forging a brighter tomorrow.

Against this backdrop The Drawing Arm's annual trend report unveils five emerging themes that the most pioneering enterprises are harnessing to redefine their landscapes and engage more meaningfully with their audiences. We also share case studies for each theme in the hope they will spark creative ideas for you and your team, inspiring you to reject 'business as usual' and create your distinctive edge in a uniform world.

Emerging Themes

02

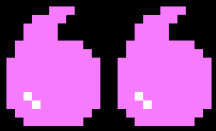
Movement Makers

Soulful Spaces

Art with intent

Creative Collaborations

The Good Old Days



The world of illustration and image-making is constantly evolving, with new talent and techniques pushing the boundaries of creativity. We're thrilled to be at the forefront of this exciting movement, collaborating with exceptional artists who are not only skilled in traditional mediums, but also pioneers in cutting-edge techniques. Let us help you bring your wildest ideas to life!

Lara Allport, Founder of The Drawing Arm



Interior design by Davenport Campbell for Amazon's Sydney HQ - wallpaper designed by Lara Allport, Founder of The Drawing Arm.

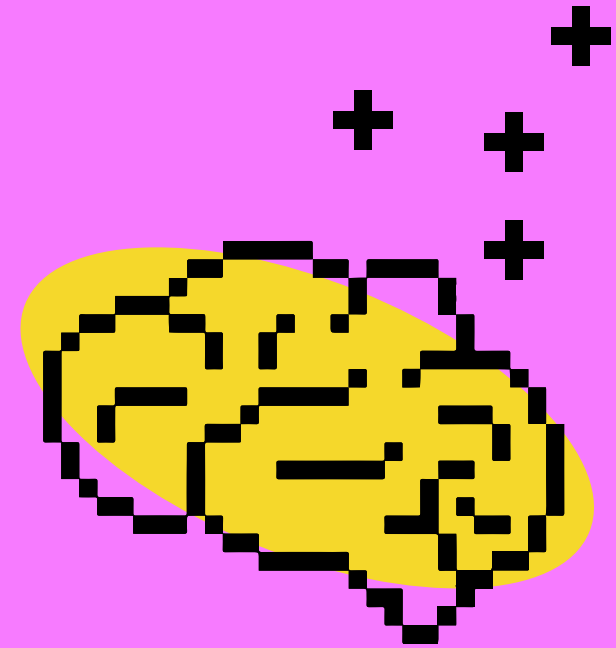
Movement Makers



How do you inspire action, address the complex, the sensitive, and the downright awkward, without alienating your audience?

This is the challenge that “Movement Makers” rise to meet, using the transformative power of illustration to galvanise communities and spark change.

EMERGING THEMES ↗



Don't just take it from us — according to research when individuals engage with written text supported by illustrations, their comprehension and performance improved by a whopping

323%

compared to text alone.

Illustration effortlessly bridges the gap between challenging conversations and audience engagement.

Australian online men's health brand Mosh tackled the often-taboo topic of erectile dysfunction with a campaign featuring retro, imperfect illustrations. By injecting light-humour, they made the subject less intimidating and more approachable. Similarly, the University of South Australia used live illustrations during a workshop on sexual harassment, visually summarising complex discussions, enhancing understanding, and fostering an inclusive environment.

EMERGING THEMES



Want your complex message to be made simple, remembered and acted upon? Illustration is your answer

Creative Collaborations



In a world awash with lookalikes and fading focus, how do brands capture and keep consumer attention?

Enter the vivid world of artistic collaborations, where the fusion of an illustrators' creativity with a brands vision collides to create unique products and experiences that captivate today's fickle consumers.

EMERGING THEMES

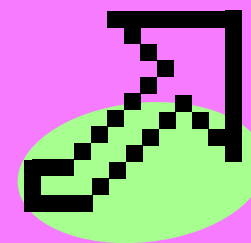


The impact of combining art with commerce is undeniable:



71%

of consumers hold positive views on collaborations



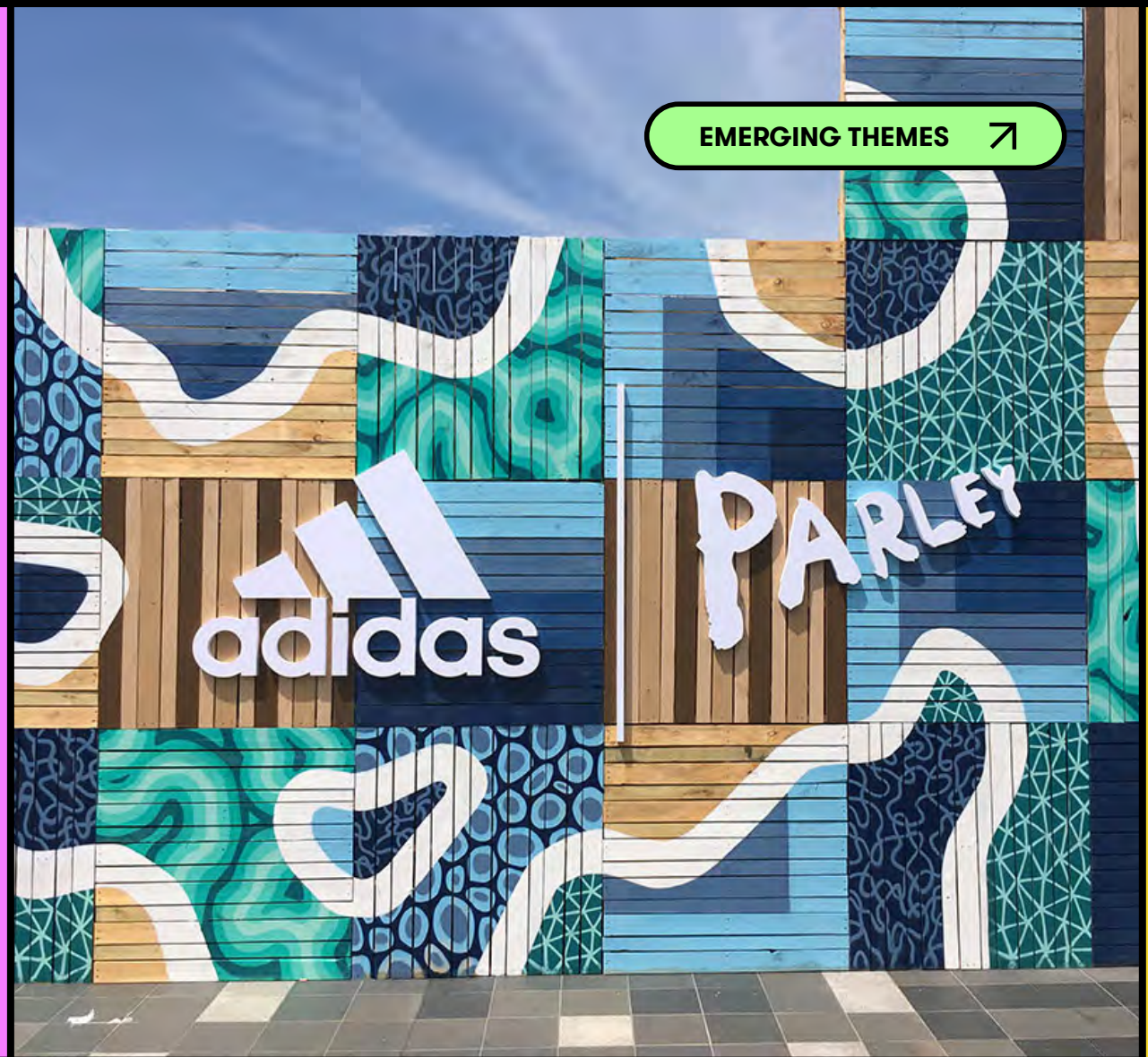
54%

of businesses see revenue boost from collaborations

Brands like Beastman X Adidas have leveraged this approach at events like the Australian Open, creating immersive brand experiences. Meanwhile, Peter Alexander X Brentos has transformed everyday pajamas into pieces of art with delightful illustrations of Australian wildlife. Similarly, M-LON's collaboration with 7th Day Brewery turned beer cans into coveted collectibles, broadening their reach and bolstering their market presence.

Creative collaborations and partnerships with artists can extend your market reach, infuse exclusivity, enhance your reputation, amplify media buzz, and elevate your brand positioning.

Want to breathe new life into your products, experiences or campaigns?



Soulful Spaces

How can culture ignite the social and urban revival of a neighbourhood while preserving its essence rather than commercialising it?

Placemaking is the art of transforming public spaces to foster community engagement, enhance local culture, and improve the overall social fabric.

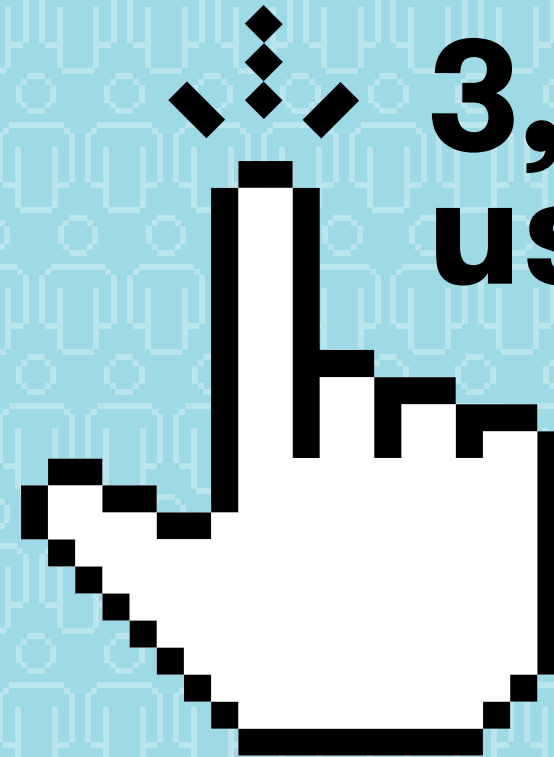
In 2024, the impact of art in placemaking has become increasingly significant, actively shaping community identities, enlivening urban areas and injecting soul into uninspiring spaces.

EMERGING THEMES



Murals and public artworks dramatically transform spaces without necessitating structural changes. For instance, Meg Minkley's vivid mural at Whiddon nursing home, painted in honour of ANZAC Day, deepens residents' connection to their surroundings by celebrating their stories. Meanwhile, at Brookvale Arts District's inaugural community event 'Groundswell', Ben Brown's augmented reality artworks captivated over 10,000 visitors. Through a simple app on their phones, attendees could watch art magically come to life—a true blend of art and technology.

Businesses and communities large and small must all consider: How can art enhance connectivity and contribute to the identity of a space?



3,000+ users

interacted with Ben Brown's AR artwork at Groundswell.

Do you have a space or an idea you would like to bring to life?

The Good Old Days



There's a burgeoning movement of brands calling for a revival of 'The Good Old Days.' It's no surprise that as the AI revolution gains momentum, consumers and businesses alike are yearning for times that felt simpler, more authentic, and definitely more joyful.

EMERGING THEMES ↗

And it turns out, nostalgia isn't just emotionally compelling—it's economically powerful too.



A study in the *Journal of Consumer Research* found that evoking feelings of nostalgia makes people more willing to whip out their wallets and spend more on consumer goods and services.



Nostalgia is more than just a retro font or comic-style illustration. The most successful brands and artists weave elements of the past into today's context with masterful storytelling and character-driven visuals that pull their audience in.

Artists like Aleksandra Apaza, with her bold, playful, and witty illustrations, and Bowling Tong, known for his vintage imagery and strong contrasting colour palettes enchant viewers by stirring up memories of a cherished bygone time.

How can your brand harness this powerful pull of the good old days? Are there elements of your heritage that can be reimagined for today's market? Could a nod to the past be your ticket to future relevance?

Art with Intent

EMERGING THEMES



Art has always been a powerful tool in social change movements. Throughout history, art has communicated messages of resistance, hope, and change—from the political posters of the suffrage movement to the protest songs of the civil rights era. Today, in the digital age, art has an even greater reach and impact.

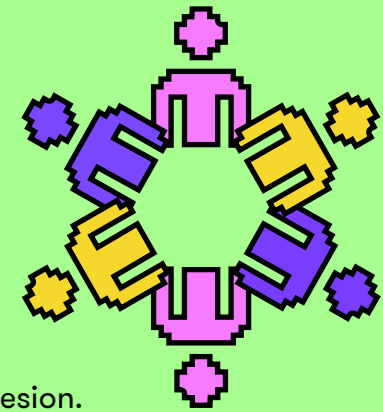
When your cause or social change initiative struggles to cut through the noise, it's crucial to stand out and truly resonate with your audience. With countless initiatives competing for attention, purposeful art and illustration can become powerful allies. Whether highlighting environmental conservation, championing social justice, or advancing health education, art and illustration can tackle pressing social issues, foster inclusivity, and build a sense of community.

Art with purpose builds empathy, challenges stereotypes, and promotes inclusivity. By leveraging the emotional connection people have with art, brands can make a meaningful difference in the world.

According to a study by the University of Pennsylvania,

91%

of people report meeting new people and making new friends through their arts experiences, demonstrating the power of art to build community and social cohesion.



Ready to harness the power of art with intent to elevate your brand's mission and drive social change? Let's collaborate and make a real impact.

The Pioneers

02



Mosh

MOVEMENT MAKERS ↗



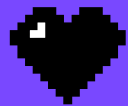
Why we love it

Men like to fix things — they don't like to talk about things.

By using carefully crafted and oh-so imperfect illustrations with Mark Long's 50's and 60's feel, the Mosh erectile dysfunction campaign by Universal Favourite broke down the barrier on a hush-hush topic, making it feel easier to talk about.

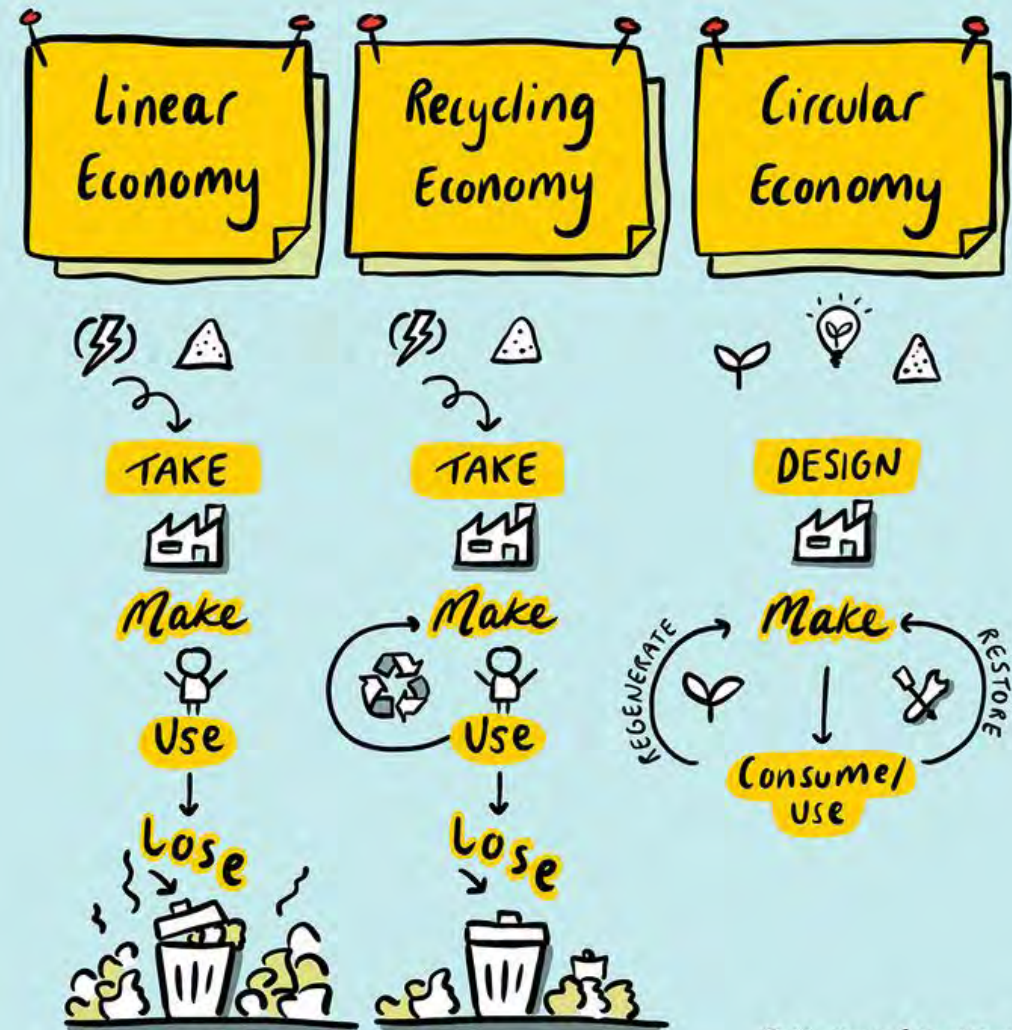
The Circular Economy

MOVEMENT MAKERS ↗



Why we love it

Elise Motalli's illustrations slice through the complexity of the circular economy, and her unique visual storytelling makes the concept snackable, understandable and memorable for everyone.



© Elise Motalli & Harald Friedl

International Development Association (IDA) x Bill Wood



Why we love it

Bill Wood's knack for using illustration for ideation and graphic facilitation is out of this world. He has been a full time illustrator since 1988, specialising in graphic facilitation, ideation and infographics. He brings to the table many years of experience, and is well respected in the world of commercial illustration.

MOVEMENT MAKERS ↗



Brentos x Peter Alexander

CREATIVE COLLABORATIONS ↗



Why we love it

Inspired by wildlife and long summers at the beach, Brentos (Australian illustrator Brent Turner, and French Canadian born Tash Leemur) bring their signature pastel and whimsical wildlife theme to iconic brand Peter Alexander to create a sleepwear collection to spread the awareness of protecting Aussie Wildlife — resulting in a win for both artist and brand.



Smeg x Dolce & Gabbana

CREATIVE COLLABORATIONS ↗



Why we love it

The SMEG and Dolce & Gabbana collaboration is a masterclass in brand collaborations. Launched in 2016, this partnership kicked off with hand-painted kitchen items going for eye-watering prices and sparking global buzz. Now, the range includes chic toasters and kettles, each piece celebrating Sicilian heritage. This strategic alliance allows SMEG to command premium prices while offering consumers a slice of high-end design and Italian luxury.

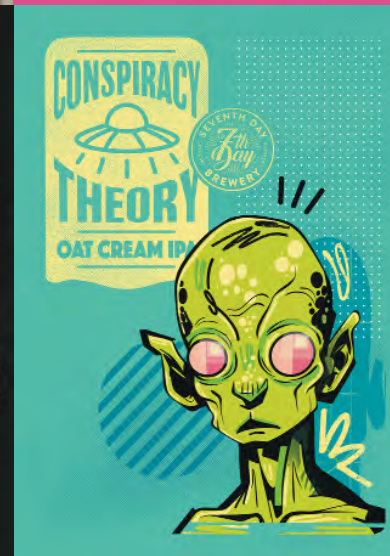
M-LON x 7th Day Brewery

CREATIVE COLLABORATIONS ↗



Why we love it

When M-LON teamed up with 7th Day, they brewed up a storm with eight limited-edition craft beer cases that sold like hotcakes. These coveted keepsake cans, boasted designs so popular they've been immortalised in 7th Day's merchandise range. A perfect collaboration of fine brew and fine art.



Whiddon

SOULFUL SPACES [↗](#)

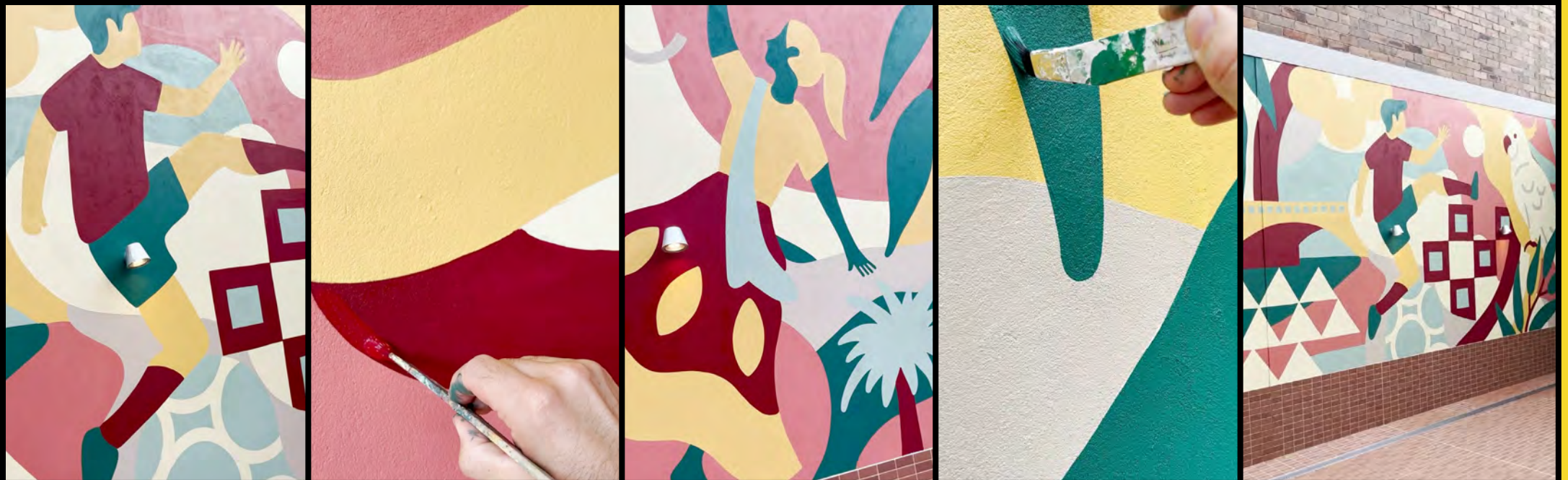


Why we love it

Meg Minkley create a commemorative ANZAC day mural for Whiddon East Park. Inspired by stories and artworks from the residents themselves, the mural perfectly captures the essence of community, memory and honour that can be enjoyed by residents for years to come.

Nelson Meers Group

SOULFUL SPACES ↗



Why we love it

The mural at The Guildford Hotel has transformed a previously unwelcoming space into a safe haven for women. By seamlessly incorporating the brand's colour palette into the mural's design, it has also provided a cohesive visual language that extends to marketing materials and digital platforms. This initiative lays a solid foundation for a recognisable and consistent brand identity.



The mural at the Guildford Hotel was transformative. Originally perceived as an unsafe space by many women, the artwork has made the venue more welcoming and accessible, altering perceptions positively. It celebrates Western Sydney's diverse heritage, enhancing our community ties. The immediate impact was profound: within the first week, we saw women not only visiting but actively engaging, with a group booking their first-ever table for a Matildas game, after seeing the mural.

Chris Farnom, NMG Marketing Manager

Amnesty International

ART WITH INTENT ↗

For Amnesty International, illustrator Pete Reynolds told the stories of refugees through various real-life testimonies from different countries.

The challenge was to create illustrations that were engaging and emotive, yet not so intense that they turned people off from the campaign. By choosing illustration over gritty photography, the campaign provided a softer, more accessible angle. This approach made the stories more relatable and helped raise awareness without overwhelming the audience.



TERESA, A YOUNG WOMAN BORN IN A KENYAN REFUGEE CAMP, KNOWS EDUCATION IS HER ONLY CHANCE OF A BETTER FUTURE.

amnesty.org/i-welcome-community



ALAN AND GYAN, A BROTHER AND SISTER WHO FLED SYRIA IN WHEELCHAIRS, CONQUERED MOUNTAINS DETERMINED TO FIND SAFETY.

amnesty.org/i-welcome-community



Jaimee Paul

ART WITH INTENT



Jaimee Paul's work beautifully portrays the essence of nature's beings, emphasising the importance of conservation and celebrating the environment's splendor.

Her illustrations captivate visually while conveying a strong message about the need to protect our natural world. This blend of artistry and advocacy shows how purposeful art can deeply resonate with audiences and drive meaningful change.



Shepard Fairey

ART WITH INTENT ↗

Shepard Fairey's powerful illustrations for the "We the People" campaign underscore social and political messages, reinforcing values of equality, justice, and unity.

His iconic artwork played a significant role in mobilising communities and sparking conversations about social justice. Fairey's work exemplifies how art can be used as a platform for marginalised voices, advocating for social change through visually compelling and emotionally resonant imagery.



04

What Next?

The Drawing Arm's annual trend report highlights the emerging themes in art and illustration that we expect to make a significant impact in the coming year. This report, inspired by our continuous exploration of the art industry, spans various categories and markets, offering a global snapshot of potential opportunities, growth, and challenges on the horizon.

Our dedication to creative excellence and strategic insights equips us with the knowledge to help you. We assist teams in leveraging the power of art to advance their organisation, refresh their brand, inspire innovation, and generate growth.

If you would like to explore how the themes from this year's report—Movement Makers, Creative Collaborations, Soulful Spaces, The Good Old Days and Art with intent—can apply to your strategic challenges, or to learn how art can elevate your brand and business, we'd love to talk.



05

About The Drawing Arm

Founded and run by artist, community activist and award winning design agency owner Lara Allport, The Drawing Arm transcends the traditional boundaries of an illustration talent agency.

We fuse our passion for cutting-edge creative ideas, hands-on partnership, and meticulous execution to help businesses deliver unique campaigns that deliver results that truly matter.

We represent a collective of hand-picked, top-notch, contemporary artists and illustrators from across Australia and beyond. Our artists specialise in a wide range of styles—from vector magic to lovingly hand-crafted typography. So whatever you're after, we'll have someone to fit the bill.

We help our clients through every phase of the illustration commission process—from selecting the right artist to briefing, fine-tuning, and final application. We pride ourselves on delivering on-budget and on-time, ensuring that every project is handled with creativity and precision.

Contact Us

Learn more about our work and how we can help you.

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Thank you

thedrawingarm.com