

## KAT BODRIE INTERVIEWS COLLECTION

INTERVIEWEE: Srdjan Vidakovic

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[Email interview with Srdjan Vidakovic, Graphic Designer for Gibb's Hundred Brewing and Founder of Widakk Design]

KB: How long have you been making art? How did you get started? What media did you start with?

SV: Professionally, I started working as a graphic designer in 2012, when I started to compete on 99designs. At the beginning that was very interesting to me, and I was extra motivated to continue working on 99designs because my first competition was my first victory.

I've been interested in drawing art since I was a child. That was a way to express my creativity even in my early age, and I continued to cherish that talent over the years, without the knowledge or the plan to make it my profession. So, things turned out pretty well.

KB: Tell me about how you formed a connection with Gibb's Hundred.

SV: Gibb's Hundred started a competition on 99designs, which I saw and was interested right away. I believed I could create something good for them and I won that competition, with best concept solution.

KB: How long have you been designing images for them?

SV: I can't tell the exact date, but I think it's been over a year since the beginning of our collaboration.

KB: What have you designed for Gibb's? Did you create these designs especially for them?

SV: We worked on several can designs together, and of course, the designs were especially for them. When you look at those concepts, you can tell that they couldn't be used for something else. I think the art concept and their concept and title are the perfect match.

KB: What were you aiming for in creating these images? What message(s) are you trying to send? / How are you trying to affect consumers?

- SV: I was trying to visually convey these interesting and funny names Gibb's Hundred has for their beers. The goal was to create one style that can be used for all can designs, but then to create something completely unique for each beer style. The end result is an eye catching design that is appealing to the customers.
- KB: Tell me about your creative process. What inspired you? What media did you use, and what media do you prefer to work in?
- SV: I don't have a plan that works for every project and design. This is a creative process and working on one design could be completely different from the other. Sometimes it starts with paper sketches -- that's very basic -- and developing further in Illustrator or Photoshop. The same thing goes for inspiration. Everything can inspire me, but I think I get most of the inspiration from vintage graphics, like posters, book covers, old labels, etc.
- KB: How has your process changed over time?
- SV: I'm always trying to improve myself and work on my skills, to learn something new especially when it comes to graphic design. I enjoy learning new things as much as I enjoy working this job. But when I look back, maybe the main thing I developed and changed is that I'm drawing more freely and I'm not worrying about making every line perfectly straight. In the same way I'm kind of creating my own style, which is good.
- KB: Who are your artistic/creative influences?
- SV: The whole vintage, old fashioned, hand-drawn style has a huge influence and inspiration for me. The artists which I truly admire are Steven Noble as regards for his illustrations and Stranger&Stranger for their label designs. Besides that, I would say comic books. I have always loved comics, and I'm hoping someday I'll create my own.
- KB: Do you see any particular challenges in creating bottle label art?
- SV: I love working on bottle label design, so I don't really see any particular challenges in it. Sometimes, to comply with certain dimensions and the required text can be a challenge, but I've never had a lot of trouble with that.
- KB: Why do you want to support Gibb's Hundred with your art?
- SV: For me, as an artist it's very important that I work with clients that have good and interesting ideas, which Gibb's Hundred definitely has. As I said, I love working on label design, and when I have a good idea to work on, it's an enjoyment.
- KB: What's your favorite design you've done for Gibb's Hundred?
- SV: I like them all but my favorite is The Guilty Party. Maybe that's because that was the first label design I created with Gibb's Hundred.

- KB: Do you have any projects you're working on for Gibb's right now?
- SV: We do not have any active projects right now, but I'll always gladly response if they request new projects.
- KB: What other types of projects are you working on, in general?
- SV: There is a wide range of project types, and I am always ready to expand my work. Lately, I work on logo designs, playing card design, posters, labels....
- KB: Where do you want to go as an artist and as a freelancer?
- SV: I don't have a specific plan, but I'll continue working and developing my talent. I really believe that hard work pays off, so as long as I'm willing to create new things and learn new ways of doing it, I will only get better and better.
- KB: Do you drink beer? If so, what are your favorite styles and/or brands? Do you have a favorite Gibb's Hundred beer?
- SV: Yes, of course. I like to try craft beers from microbreweries. I haven't had a chance to try Gibb's Hundred beers yet, so send one over, please. ☺