

Ash Thorp is a young illustrator, graphic designer and creative director from San Diego, California. Some experts define him as a 'high-impact image creator'. Undoubtedly his images leave nobody indifferent because of the precision, detail and style they have. According to him, 2011 has been a particularly good year for different reasons. He highlights his role as creative director on the *Prologue* team's, an international well-known American company of video, animation and special effects production meaning quality, originality and well doing.

It all began in his early childhood, with his interest in comics and anime, which reference is still very present in his work. It is exactly at this moment when his pleasure became gradually a vital and professional career. Later, he decided to graduate in Graphic Design at the California State University in San Marcos. Since then, nothing has been easy, but the result of a hard and committed work. In fact, one of the messages that Ash launched in more than one interview, is that 'from every great sacrifice you get a great reward'. This philosophy, coupled with the fact of believing in his capabilities, led him so far. At least this is how he defines his recipe.

Most of his outstanding audiovisual projects take place during his collaboration in *Prologue*. For instance, the opening credits, the promotions or special effects for films such as Arthur, Thor, Xmen-First class, The Tourist and The Walking Dead, as well as advertising campaigns for Nike or Hyundai, and institutions as the Royal Air Force or the NBA.

On the other hand, other more personal artistic projects mustn't be ignored. One of them is the photographic series *For the love of*, which began in 2007. It's about 454 tattoos on the skin of many people in different atmospheres and contexts. This is not an isolated event, Ash Thorp is one of those artists whose vital impulse leads him to explore fields and new stories looking for his growth and personal lesson. A lifestyle which intensifies moments and feelings; a mentality that sometimes is exhausted and skewed, but it is worthwhile because of the happiness and daydreaming that implies.

In this commitment for the innovation Ash style lies. A constantly way of changing can be read in his blog as a diary. From time to time he publishes small comments about technical investigations and finishes of some of his workshop sketches. One of his recent investigations deals with the interest of making very realistic simulations of hair. He shows more than one test with the latest versions of *Cinema 4D*, Maxon, a program for 3D effects with different applications. In these surprising results you can see a sample of his online portfolio. In most of his projects hand illustrations, photographs or film production overlap with the use of different tools such as Photoshop and Illustrator or Motion Graphics.

In conclusion, we should value this creator beyond the extreme technical exhibition, once he emphasizes the defense of the emotional balance. Your environment, the people who support you and love you, your family, etc. must be above all. Creativity cannot force to renounce it.