

TOBIE GIDDIO

BIO

Born September 10, 1963. Tobie Giddio grew up on the New Jersey shore where she immersed herself in fashion and art, pouring over books and magazines in her basement makeshift studio. Determined to move to New York City upon graduation from high school, she entered the Fashion Institute of Technology to study fashion illustration in the early eighties where she had the good fortune to study with a handful of legendary professors such as Barbara Pearlman, her primary mentor, as with the late Jack Potter, Ana Ishikawa, Gertrude Stretton and Dorothy Loverro. Here she became skilled in the classic discipline of drawing fashion from life while simultaneously experimenting and abstracting the figure in Barbara Pearlman's inspired classes.

Soon after graduating college she began illustrating advertisements for Bergdorf Goodman that ran weekly in the New York Times through to the end of the eighties. Many of the great fashion illustrators of the time such as Antonio, George Stavrinos and others were passing due to AIDS as a major fashion photography boom was ascending. As the 1990's approached, all of the department stores and magazines in America discontinued utilizing fashion drawing in most forms aside from the odd vignette here and there. This sent Tobie into the studio to further refine and create, mostly for herself, for the future. A big blossoming was to occur. She discovered her primary medium that was to inform her work to the present. With her ink drawings that could stand on their own, she was never satisfied to add color. Feeling color, especially in a liquid form, interfered with their purity and integrity. With the layering of colored transparent pantone films she had found the ability to expand in a way that brought endless possibilities while maintaining the structure of her ink drawings. It was in the process of abstracting and deconstructing in order to create a form of beauty and balance that she found her passion. Commissions during this period included innovative editorials for Interview Magazine and elaborately illustrated forecasting books and editorial for Harper's Bazaar and Vogue.

As the 2000's dawned, the shift Tobie envisioned began to occur. The world was beginning to appreciate drawing again. Her studio at this point contained a great deal of new work and the field was receptive. Seibu Department stores of Japan commissioned a large number of drawings to fill all their stores as well as their windows. In America, Neiman Marcus commissioned a variety of drawings for their shopping bags and promotional pieces. The Limited stores, Ann Taylor Inc. commissioned work for their windows and in store displays as well. What was interesting was that much of what was being commissioned started to involve a much broader range of work. The creative directors were coming to her not only for her fashion figures but for her approach to beauty in all its forms. Interest in her work for sale developed as well so selected drawings were then translated into silk screens. The line of fine art and fashion now officially blurred.

Recent projects include a vast range of work that includes a series of classic charcoal and pen and ink drawings for Amy Sedaris' book, "I Like You, Hospitality Under The Influence", and a series for Infiniti Cars depicting "Christmas as seen from 55 miles and hour". Other notable projects include drawings for Apple Computer and Tiffany & Co. Along side her commissions Tobie continues to maintain the foundation of her work, composing in her studio.

With husband Peter Belsky, a talented motion/graphic designer in his own right, Dovetail Studios now formally presents their collaborations. Their work together represents an evolving process that reveals the perfect balance of the digital and the tactile in various mediums. Peter literally brings Tobie's drawings to life with animation and completion to her still images.

Tobie lives and works in New York City with Peter and their daughter Praise who arrived August 9, 2006.

Publications:

Fashion Illustration Now, Laird Borelli

Thames and Hudson, 2000

Fashion Illustrator, Bethan Morris

Laurence King Publishing, 2006

Advanced Fashion Drawing, Bil Donovan

Laurence King Publishing, 2011

quoted in;

Antonio's people, Paul Carnicas

Thames & Hudson, 2004

The Berg Companion to Fashion, Valerie Steele

Berg publishing, 2010