



illustration



ADAM & EVE

Airbrush-acrylic
illustration
1994

Illustrator:
TIHOMIR BREGAR

Creative and art
director:
KREŠIMIR PURGAR

Advertisement design:
ŽELJKA TIHOMIROVIĆ
for BBDO and
DAMIR ŠIMUNIĆ-
OPEN STUDIO

Agency:
BBDO ZAGREB

Client:
ACS ZAGREB/APPLE
COMPUTER Inc.



The MOST AWARDED ADVERTISEMENT!

- At the **Third Assembly of Croatian Advertising Agents** in Opatija in 1995, agency BBDO Zagreb win the **Silver bell** for advertisement
- In 1995 during the informal assembly of **Apple representatives**, the advertisement has been chosen the **best european advertisement** for the Apple company
- At the **New European International Advertising Festival** the Golden Drum which took place in Portorož, Slovenia, in 1995, the same advertisement was among **short-listed** candidates
- **SD marketing** of **Slobodna Dalmacija** Journal awarded the **Monolit** medal to the same Apple advertisement in 1995



BABUŠKE

Acrylics on wooden
figures
1996

Illustrator:
TIHOMIR BREGAR

Photography:
NIKOLA TAČEVSKI

Idea-creative and art
director:
SLAVEN FISCHER

Agency:
BBDO ZAGREB

Client:
ACS ZAGREB/APPLE
COMPUTER Inc.



- At The **Forth Assembly of Croatian Advertising Agents** in Opatija in 1996, agency BBDO Zagreb win the **Golden bell** for advertisement



HURRY

Illustrations for
booklet and calendar
A-(Acrylic and
crayons)
1999
B-(Airbrush-acrylic)
2003

Illustrator:
TIHOMIR BREGAR

Creative directors:
KREŠIMIR PURGAR
and VELJKO ŽVAN

Agency:
BBDO ZAGREB

Client:
AMERICAN
EXPRESS/PRIVREDNA
BANKA ZAGREB
credit card/
bank, Zagreb



IN VINO VERITAS

Illustrations for wine advertisements
1993-1994

Illustrations;

Ivan Dolac

Headline:
LUXURY WHICH
EVOKES THE TIME OF
ANTIQUITY

Ink drawing,
photostat and collage

Author:
TIHOMIR BREGAR
Coauthor (figures
drawings):
GORAN BAŠIĆ

Bol

Headline:
EXPERIENCE THAT
COLOURS THE
ANCIENT PRESSES

Ink drawing, colour
copy and water-
colour (colour ink)

Author (drawing):
GORAN BAŠIĆ

Coautor (water-
colour/colour ink):
TIHOMIR BREGAR

Dingač

Airbrush-acrylic

Headline:
VALUES WHICH HAVE
CONQUERED THE
NEW WORLD

Author:
TIHOMIR BREGAR

Creative director:
SLAVEN FISCHER

Art director:
KREŠIMIR PURGAR

Advertisement
design:
DAMIR ŠIMUNIĆ-
OPEN STUDIO

Agency:
BBDO ZAGREB

Client:
BADEL 1862.
alcoholic beverage
company, Zagreb



• At the **Third Assembly of Croatian Advertising Agents** in Opatija in 1995, agency BBDO Zagreb win the **Golden bell** for vine advertisements series

HAM WITH ONION

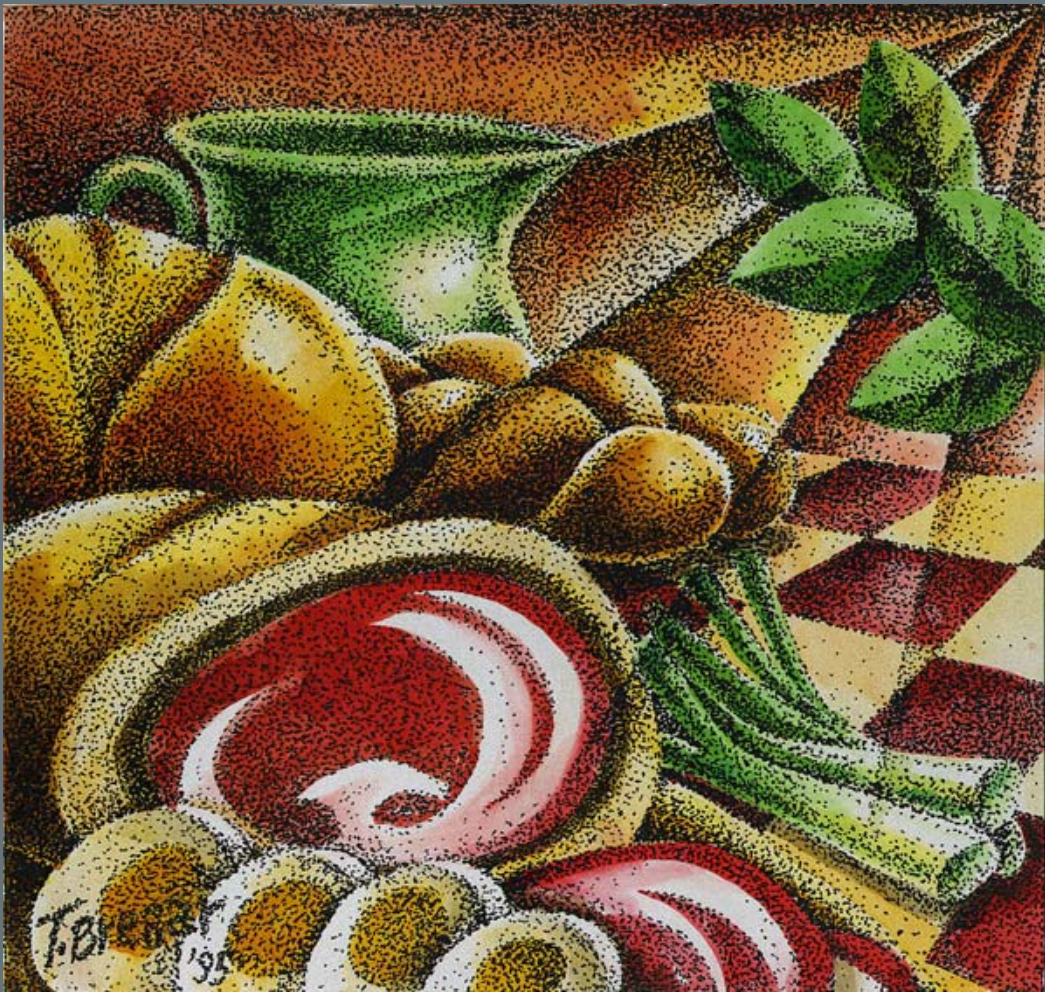
Illustration for Badel
review
(Drawing-rapidograf,
photostat and water-
colours/colour ink)
1995

Illustrator:
TIHOMIR BREGAR

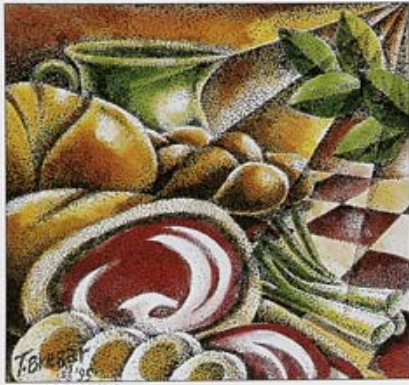
Art director:
KREŠIMIR PURGAR

Agency:
BBDO ZAGREB

Client:
BADEL 1862.
alcoholic beverage
company, Zagreb



USKRS I MI



Nikada nam duh nije krepči no o Uskrsu. A tijelo rijetko lomnije i ranjivije. Vrti nam se u glavi od četrdesetdnevnog posta, bole nas mišići od zimskog sjedenja, pucaju nam kosti od manjka vitamina i proljetnog rastezanja... Stoga nam valja što prije ojačati.

Uskrs je blagdan čiji se dolazak može naslutiti po promijenjenom letu ptica, nicanju trave, drugačijem kretanju oblaka na nebu i posebnoj sjaji u ljudskim očima. Navedeno određenje ne bi nikako smjelo čitatelja odvratiti od daljnjeg čitanja. Premda tako izgleda, ovo nije slobodni sastav omiljenog učenika gospode učiteljice. Uskrs je doista izniman. On jednostavno važi poetičnije tonove. Ne da se ukalupiti, svrstati u rubriku, pokriti stereotipom. Vjerski je, kršćanski blagdan, ali ga slave i oni koji ne vjeruju. Ili vjeruju drugačije. Slave ga, jednostavno, kao nagovještaj novog bujanja života u svojoj njegovoj ljepoti, duhu proljetnog preporoda, svi ljudi dobre volje. Uz njih i životinje, bilje, zemlja, vode... Ni inače svemoćni kalendar

ne uspijeva ga ugurati u svoj strogo racionalni sustav. Pokušava tek sačuvati obraz naknadnim sankcioniranjem onoga što je već ustanovljeno. Ovaj blagdan čiste radosti i iznova razbudene nade, naime, jedini je koji uvijek pada samo u nedjelju. Neku od nedjelja.

Blagdan čiste radosti

Poljodjelski gledano, vrijeme je to nicanja, pupanja i pevoga cvata, vrijeme probuđenih sokova. Teološki, to je vrijeme "ono isto što se pokazalo u času prvoga stvaranja svijeta", kako reče sv. Euzebijs. Ili, kako napisao Ćiril Aleksandrijski: "Zajedno s travom i drvećem ponovno je oživjela i ona narav što vlada svine što je na Zemlji. Hoću reći: čovjek." Skupljeni i sabrani u obitelji o Božiću, rasuti i raspojasani o pokladama, pokorni i utonuli u pokajanje o korizmi, vazda sami ili s nešto najbližih, o Uskrsu se spajamo i bratinimo s Bogom, s prirodom, sa svemirom i puni ufanja i obnovljenih moći okrećemo budućnosti. I nikada nam duh nije krepči no o Uskrsu. A tijelo rijetko lomnije i ranjivije. Vrti nam se u glavi od četrdesetdnevnog posta, bole nas mišići od zimskog sjedenja, pucaju nam kosti od manjka vitamina i proljetnog rastezanja... Stoga nam valja što prije ojačati. Ponetko će početi već s Velikim petkom. Pozvat će se na staro vjerovanje da će svakome krv onoliko biti jačom, koliko na taj dan Muke ispije vina. Mnoga će se "slaba krv"



nastojati osnažiti čašom DINGAČA ili POSTUPA, HVARSKOG PLAVCA ili OPOLA, a dobro će doći i DARUVARSKI RIZLING, KRIŽEVAČKA GRAŠEVINA... Svi će se ti "sami svoji" liječnici naročito štedro prihvatiti sutrašnjeg, velikosubotnjeg običaja blagosiljanja i ispijanja vode. Pritom će, doduše, blagoslovljena voda gasiti vatru koja toga dana također zaslužuje blagoslov. Oprostit ćemo im to, sjetimo li se muka koje ih čekaju kad se na Glogorju razvežu i crkvena zvona što su šutjela još od Velikog četvrtka. Subota će biti i danom kad će se mijesiti i peći uskršnji kruh i peciva, nekoć svetinjaci i garituli, pinice i janjci, gibanice i pogače, kuglofi i medenjaci, a danas, možda, croissants ili mini pizze. Pa zatim brižljivo slagati sa šunkom, slaninom, kobasicama, lukom bijelim i crvenim, soli, jajima i vinom, u ukrašenu košaru koja će u crkvu svećeniku na blagoslov. A iz crkve hitro opet nazad doma, jer tko se prije vrati, njegova će kuća prva iskusiti svakojako obilje u mjesecima što slijede.

Nezaobilazna šunka

Sve će nam te zanosne jestvine sutradan, na Uskršnju nedjelju, resiti stol za onim neponovljivim, ni ručkom, ni donaćkom u krugu obitelji i bliskih prijatelja. Ozareni blagdanskim ozračjem, razmjenjivat ćemo pisanice, ali i dojmove koje će nam uzbuđeno dojavljivati nepca u srazu sa, npr. tradicionalnom šunkom u kruhu, svježim sirom i mladim lukom ili nešto neortodoksnijom hladetinom s



piletinom, janjetinom s bobom, slano-slatkom patkom, mladim krumpirom s ružmarinom ili palačinkama sa šparogama... Oni pak kojima je starina novinom, možda će okusiti hladne šunke kuhane u sijenu i vinu. Večer prije obrisat će šunku krpom, umotati je u čisto sijeno i utoniti u onoliko vina koliko išće njezina težina. Svrši će odgovarati podjednako i VRBNIČKA ŽLAHTINA i VODNJANSKA MALVAZIJA i KALNIČKI RIZLING. Vjerujte, svakoga će obradovati i pršut u HVARSKOM PELEGRINU ili KORČULANSKOM POŠIPU. U tim ćemo se raskošnim trenucima "tuckati" kuhanim jajima koja ćemo svakako obojiti prirodnim bojama: smeđe korom od luka, zeleno špinatom, žuto-zeleno peršinovim lišćem... No bit će i "dvoboja" vedrim dosjetkama i dobronamjernim šalama. Plemenita će se kapljica oglasiti i lijepom pjesmom.

illustration

CARIBBEAN

3D
illustration/installaiton
for Badel review and
advertisements
(Cardboard, saw-dust,
shell, cork,
cellophane, cotton
wool, wire, collage...)
1994

Illustration:
TIHOMIR BREGAR
and GORAN BAŠIĆ

Photography:
NIKOLA TAČEVSKI

Art director:
KREŠIMIR PURGAR

Agency:
BBDO ZAGREB

Client:
BACARDIROOM/
BADEL 1862.
alcoholic beverage
company, Zagreb



VIRTUAL DEATH

3D
illustration/installaiton
for the story
DEATH ON INTERNET
by
BORIVOJ RADA KOVIĆ
(Perspex, gauze,
cardboard, wire,
sticky foil, airbrush on
perspex...)
1997

Author:
TIHOMIR BREGAR

Photography:
DARKO BAVOLJAK

Client:
PLAYBOY-HRVATSKO
IZDANJE (Croatian
edition) magazine,
Zagreb

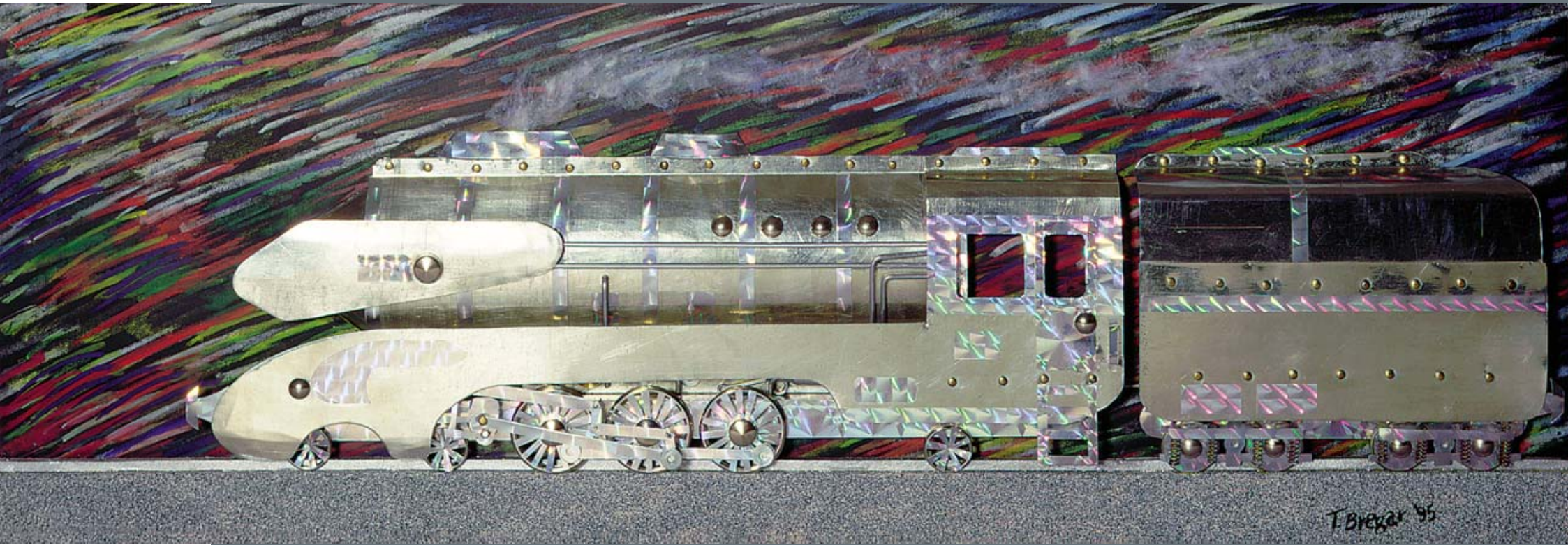
Editor:
VLADIMIR TOMIĆ

LOOCOMOTIVE

3D
illustration/installaiton
(aluminium sheet
metal, wire, nails,
metal rings for key,
spring from ballpoint
pan, wood, crayons,
cotton wool...)
1995

Author:
TIHOMIR BREGAR

Photography:
SAŠA ČETKOVIĆ



illustration

SURGERY

Airbrush-acrylic
1997

Story title:
THAT EVERLASTING
OBJECT OF DESIRE

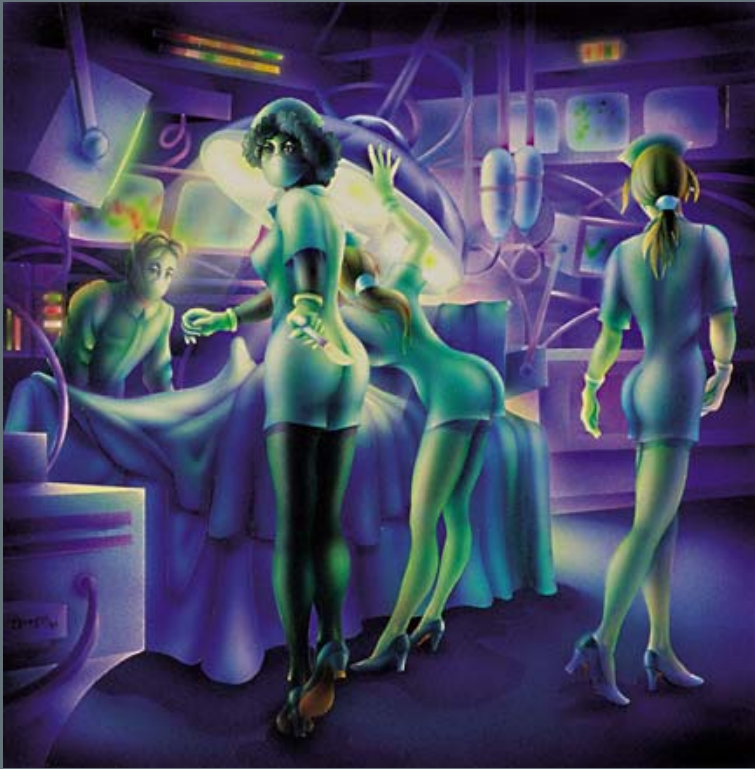
Text author:
IVAN KUŠAN

KAFKA

Airbrush-acrylic
1998

Story title:
FUR AND DAGGER
In Franz Kafka honour

Text author:
ZVONIMIR BERKOVIĆ



COFFEE-ROOM

Airbrush-acrylic
1997

Story title:
MAN ARE THE PIGS

Text author:
PREDRAG RAOS



SHADE

Combined classical
painting technique,
gouache-acrylic and
colour inks
1997

Story title:
TO REACH HUNDRED
YEARS OF AGE

Text author:
NEBOJŠA TARABA



Illustrations for the
different storyes

Illustrator:
TIHOMIR BREGAR

Client:
PLAYBOY-HRVATSKO
IZDANJE (Croatian
edition) magazine,
Zagreb

Editor:
VLADIMIR TOMIĆ

MARS & VENUS

Airbrush-acrylic
illustration for book
cover
1995

Illustrator:
TIHOMIR BREGAR

Book title:
MEN AR FROM MARS,
WOMEN ARE FROM
VENUS

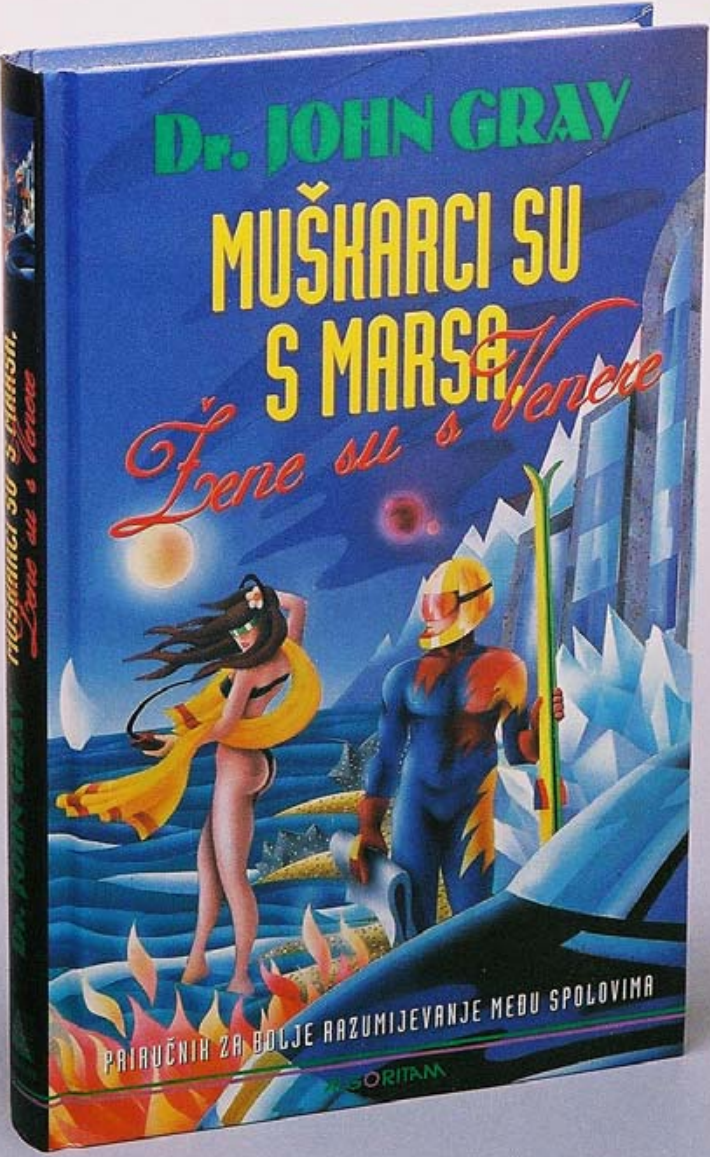
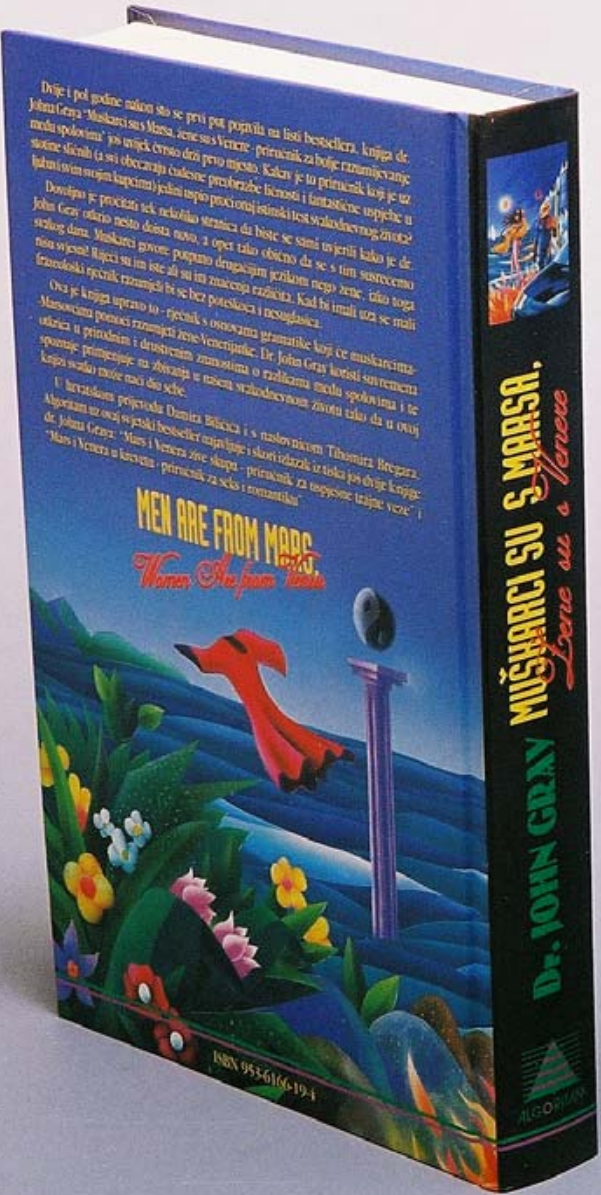
Book author:
Dr. JOHN GRAY

Editor:
NEVEN ANTIČEVIĆ

Translation:
DAMIR BILIČIĆ

Cover design-
typographic art of
work and prepress:
BAKAL

Publisher:
ALGORITAM
publishing house,
Zagreb



MACHU PICCHU

Airbrush-acrylic
illustration for book
cover
1995

Illustrator:
TIHOMIR BREGAR

Book title:
THE CELESTINE
PROPHECY, AN
ADVENTURE

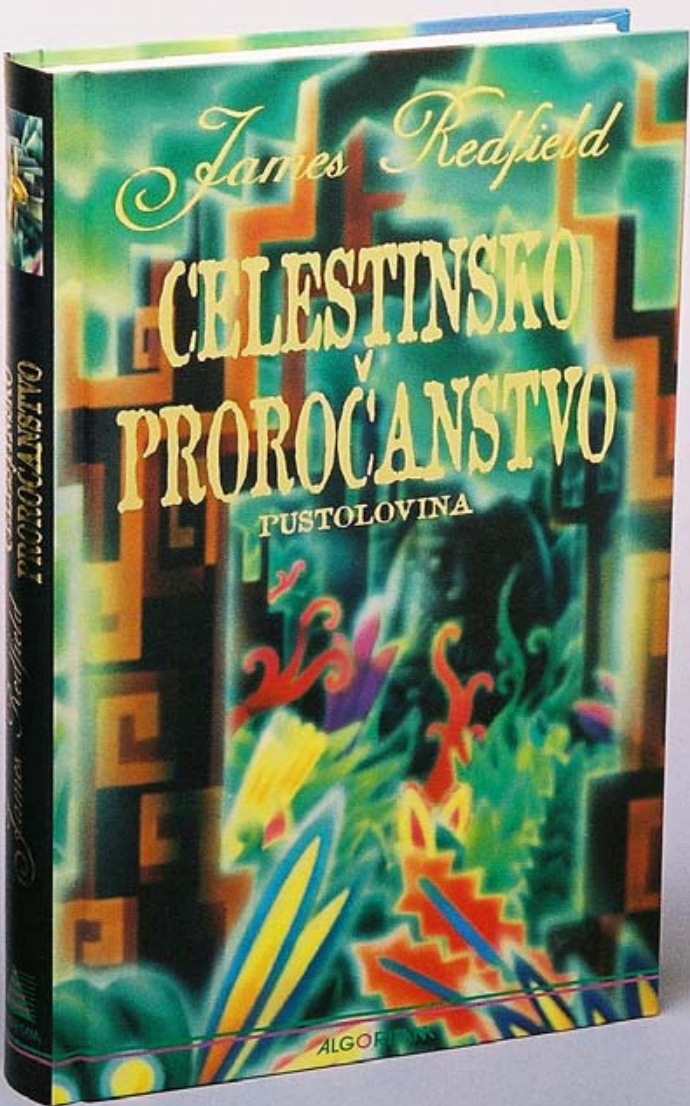
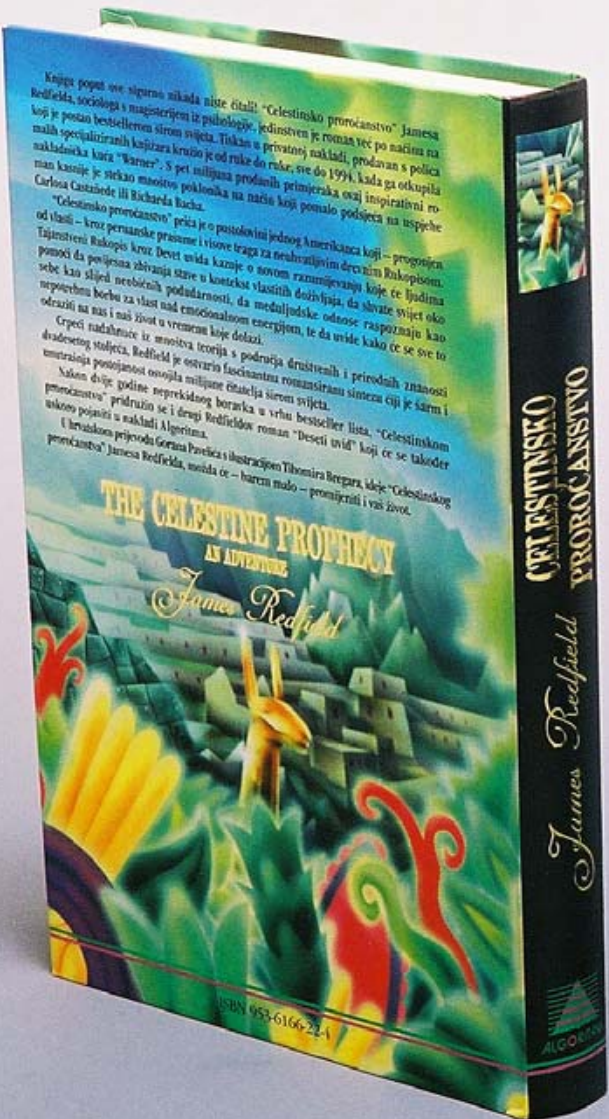
Book author:
JAMES RENDFIELD

Editor:
NEVEN ANTIČEVIĆ

Translation:
GORAN PAVELIĆ

Cover design-
typographic art of
work and prepress:
BAKAL

Publisher:
ALGORITAM
publishing house,
Zagreb



illustration

ZONE
3D
illustration/installation
(cardboard,
styrofoam, colours...)
and computer
illustrations for book
covers in the series
1998-2004

Illustrator:
TIHOMIR BREGAR

Installation
photography:
SAŠA ČETKOVIĆ

Book titles:
THE ZONE,
THE ANTI-AGING ZONE,
CROATIAN CUISINE IN
THE ZONE,
EMPLOYED IN THE
ZONE
and OMEGA RX IN THE
ZONE

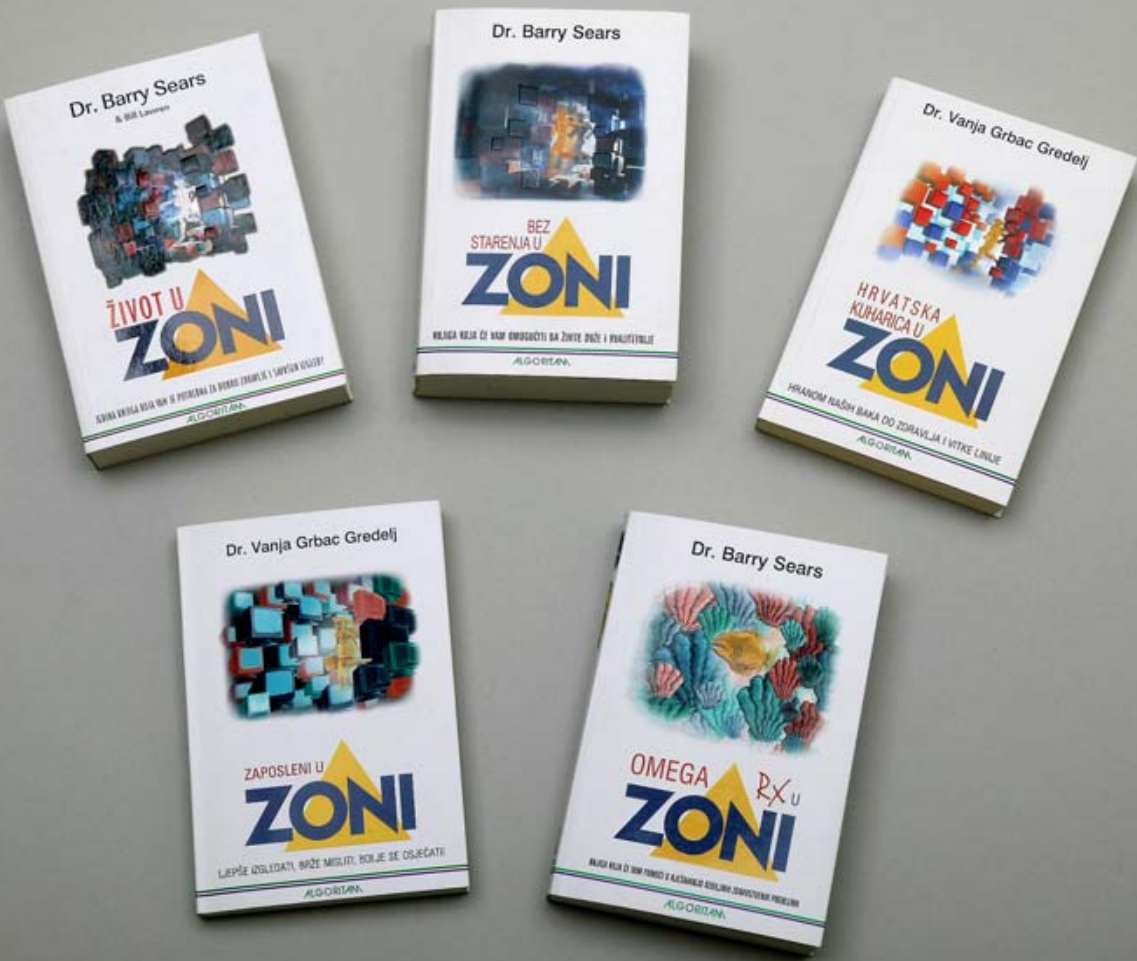
Book authors:
Dr. BARRY SEARS and
Dr. Vanja Grabac
Gredelj

Editor:
NEVEN ANTIČEVIĆ

Translation:
ANKICA ZEC,
DAMIR BILIČIĆ and
NINA CERKOVNIKOV

Cover design:
ALGORITAM

Publisher:
ALGORITAM
publishing house,
Zagreb



MIRACLES

Airbrush-acrylic
illustration for book
cover
2004

Illustrator:
TIHOMIR BREGAR

Book title:
PRACTICAL MIRACLES
FOR MARS AND
VENUS

Book author:
Dr. JOHN GRAY

Editor:
NEVEN ANTIČEVIĆ

Translation:
ANKICA ZEC

Cover design-
typographic art of
work and prepress:
ALGORITAM

Publisher:
ALGORITAM
publishing house,
Zagreb



FLOAT

Airbrush-acrylic
illustration for art
colony
(Realized for
invitation card and
greeting card)
2000

Illustrator:
TIHOMIR BREGAR

Client:
KREART-LIKOVNO
GLASBENO SREČANJE
(fine art and music
meeting/colony),
Loka pri Zidanem
mostu, Slovenia



CONVEYANCE

Airbrush-acrylic
illustration for
bill-board
1997

Illustrator:
TIHOMIR BREGAR

Headline:
ON EARTH IN WATER
AND ON THE SKY

Bill-board design:
KAPRI PROM

Creative and art
directors:
KREŠIMIR PURGAR
and VELJKO ŽVAN

Agency:
KAPRI PROM, Zagreb
for MEDIA LOOK
Zagreb

Client:
FUCHS-MOTORNA
ULJA I INDUSTRIJSKA
MAZIVA
german company of
industrial lubricants





ECONOMY

Airbrush-acrylic
illustration
1991

Illustrator:
TIHOMIR BREGAR



BUNTOVNIK

Drawing-rapidograf
1991

Illustrator:
TIHOMIR BREGAR



ROCKETS

Airbrush-acrylic
illustration
1999

Illustrator:
TIHOMIR BREGAR

toward the client's
marketing guidance
by ALEN ILIĆ

Client:
COMPUTECH
computer
networking,
programming and
computer
equipment, Zagreb



WELDING

Computer
illustration/vignette
for booklet
2006

Illustrator:
TIHOMIR BREGAR

Client:
DALEKOVOD d.d.
electric power
company for
engineering,
production and
construction, Zagreb



HOLY FAMILY
Computer illustration
for Christmas-card
2004
Illustrator:
TIHOMIR BREGAR



JELAOUS ROSE
Water-colour
illustration for
package
(Colour ink)
2005
Illustrator:
TIHOMIR BREGAR
Package design:
JASMINA VRLJIĆ-
JA DIZAJN
Client:
CHROMOS-AGRO
Chemist industry,
Zagreb



BOBI
Computer illustration
2004
Illustrator:
TIHOMIR BREGAR



illustration

NOVALJA
Computer
illustration/map for
TORETA tourist-
settlement catalogue
1997
Author:
TIHOMIR BREGAR
Client:
URBI INC
construction
company, Zagreb



45th PARALLLEL
Airbrush-acrylic
illustration/map for
booklet about vine
1994
Author:
TIHOMIR BREGAR
Agency:
BBDO ZAGREB
Client:
BADEL 1862.
alcoholic beverage
company, Zagreb



WIND-ROSE
Water-colour
illustration/map for
booklet about vine
1994
Author:
TIHOMIR BREGAR
Agency:
BBDO ZAGREB
Client:
BADEL 1862.
alcoholic beverage
company, Zagreb





GENDARMERIE

Acrylic illustrations for
history article in the
magazine
2002

Illustrator:
TIHOMIR BREGAR

Article title:
HISTORY OF THE
MILITARY POLICE

Tex author:
KRUNOSLAV MIKULAN

Client:
CROATIAN SOLDIER
magazine

Publisher:
Ministry of Defance
of the Republic of
Croatia





FRAME

Water-colour drawings for different story-board, for different TV spots and different agencies 199....
Author: TIHOMIR BREGAR

illustration

IN THE NIGHT

Frame from the cartoon
HOW TO MAKE AN
CARTOON
1989

Background author:
TIHOMIR BREGAR

Background painter:
TIHOMIR BREGAR

Figure drawer,
animator and
director:
ZLATKO PAVLINIĆ

Screen-writer:
ZLATKO GRGIĆ

Production:
ZAGREB FILM, Zagreb



LITTLE FOREST

Frame from the cartoon
FANTASY FOREST
1985

Background author:
TIHOMIR BREGAR

Background painter:
BRANKO VARADIN

Background painter
assistant:
TIHOMIR BREGAR

Figure drawer and
director:
MILAN BLAŽEKović

Screen-writer:
SUNČANA ŠKRINJARIĆ

Co-production:
CROATIA FILM, Zagreb
and FANTASY FOREST
FILM Inc., New York



LUKE

Frame from the cartoon serial
BARBA LUKA, episode
STRANDED WHALE
1989

Background author:
TIHOMIR BREGAR

Background painter:
TIHOMIR BREGAR

Figure drawer,
animator and
director:
RADIVOJ
GVOZDANOVIĆ

Screen-writer:
RADIVOJ
GVOZDANOVIĆ

Production:
ZAGREB FILM, Zagreb

