

Mini Bio

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Name: Sal Azad

Country: Indonesia

Music: D-Beat to Death Metal, Hiphop to Digital Hardcore

Favourite Paper Toy Artist: Marshall Alexander, Nick Knite & Abz

Favourite Paper Toys Book: Papertoy Monsters (Brian Castleforte) & Urban Paper (Matt Hawkins)

Favourite Art Style: 123 Klan

Favourite Movie: the Matrix

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What do you do besides paper toys?

I'm a graphic designer in a small graphic house at Bandung and an event organizer at Pekanbaru, Indonesia.

When was the first time you design a paper toy?

about 2007 – 2008 , I'm designing a papertoy called "Cepot", its taken from A very popular wayang (traditional puppet show character) in my home country.

All the projects are made with love, but tell us one you love specially!

Reog Ponorogo Papertoy

Papertoy it takes a theme from the dance area in eastern Java, Indonesia.

at first I just know if reog ponorogoro just a dance performance, but after looking for more detailed information that turned out this dance has a history and background of a very interesting story. I am also very satisfied with the shape of a tiger head and peacock feathers that can stand up supported by a body underneath.

How is your creative process? You start by a doodle on paper or direct on software?

I rarely make a doodle, I often think of a character from the form of objects that are around me and make a basic template using CorelDraw, then I assemble the prototype. after as it is in my imagination, I give the graphics on the template. But sometimes after making a prototype blank, the end result papertoy different from my imagination ... hahaha weird indeed, but I really enjoy this process.

You have participated in some books tell us some names.

1. Semar Semarak :

This book contains the figure of Semar (a central figure in the story puppet, can say if this figure is the most powerful figures), which reviewed in detail starting from the origin story - origins, through the use semar figure in the life - day in Indonesia . there are many media that use Semar as its main objects, ranging from toys to paintings are very beautiful. I was invited to participate by providing work the Punakawan Papertoy in this book.

2. We Are Papertoys :

Books by Louis Bou and released by Monsa - Spanish, contains a collection of designers from around the world papertoy. In books printed with excellent quality have a dvd which contains papertoy templates

3. Papertoy Monsters :

This book contains 50 characters monsters from 25 designers - designers papertoy top. can say this book is the first book that contains the printed template that has been in pre-cut and pre-folding. The Book by Brian Castleforte and released by Workman Publishing. Every character is interesting monster that has a unique story in it. I participate by making papertoy two monsters here, including an ice monster who kindly named Icyhugy and a monster who likes to sing and to fly named WingyWingy.

4. Creative Calendar Collection 2010 :

The book was published by Basheer Books - Singapore, contains a collection of various forms of unique calendars from around the world. In this book I participate with the work of "Disco 2010 Papertoy Blast-Blast" and "Tiger Year Calendar / Exclusive papertoy for papercraft Paradise".

5. Ayo Membuat Papertoy Cerita Rakyat :

This book is my first papertoy books, that are made in Indonesian is intended for children, contains popular folkstories and simple papertoy templates.

Any new project(s) that you can reveal ?

- I still focus with papertoy from wayang characters, these character need full time exploration, not only for the visual element but the most important are the story behind each character.
- Starting make a draft for next papertoy book...
- Preparing for some of Papertoy Workshop & Exhibition. (incl. Mozilla firefox 4 Launching Party, 1 may 2011)
- Make some series for the "BloxyMark", maybe in punk or black metal style... hehehe

Any advice to the people that is starting to do paper toys ?

download, build and love them... ^^

At first you should try to assemble papertoy, so you can know how to design a template for easy assembly.

Before designing papertoy, try to custom from papertoy blank template, you can find an easy way for each side of papertoy that you give the skin can connect.

And the last to start making papertoy own designs, try starting with the forms a very simple first, like a box or cube .. and then can be developed in other forms are more varied.

Any paper toys book you recommend ?

Papertoy Monsters Book from Castleforte for sure! ^^

fyi, I already released a papertoy book too, "Ayo Membuat Papertoy Cerita Rakyat" (Let's make folkstory papertoy!). The book contains 6 Indonesian Folkstory, 8 Template Papertoys, Assembly Instructions and About Papertoy (from the story, the how to design, the how to assembling) but the book only available in indonesia... ☺

Can we count with fresh Salazad creatures soon ?

yes, of course .. I hope in the near future I may release some new papertoy ... by trying to simplify the existing form ...:)

Where can we find your paper toys ?

<http://salazad.com> ^^