

# PUBLISHERS DESIGN GROUP

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## Snow Painting

### Chinese Brush Painting

Rosemary Reed

A practical guide for the beginning/intermediate, apprentice artist or fan of Chinese art. Rosemary Reed studied under the best Chinese brush painters and has spent a lifetime producing professional masterpieces. She integrates the basic Oriental approach to painting with a Western watercolor style—truly unique and more interesting to an American market. Front section of the book covers supplies, philosophy, and ten, in-depth, step-by-step demonstrations for creating stunning Chinese brush paintings. Back section is a gallery of 30+ masterpieces.

**ISBN** 1-929170-15-7

**Category:** Art/Painting

**Price:** US\$32.95      CAN\$

**Format:** Cl with Photo-laminate cover

**Trim:** 8.5 x 11h

**Page Count:** 88

**Illus:** 105

**Demos:** 10 full, in-depth techniques

**Carton Quantity:** 20

**Author Resides:** Sacramento, CA

#### Competition:

- *Three Thousand Years of Chinese Painting:* by Richard Barnhart, Yang Xin, Pb \$39.95, Yale University Press (Oct. 2002), ISBN: 0-300094-47-7
- *Chinese Brush Painting Step by Step: Step by Step (Spiral-bound):* by Kwan Jung, Spiral \$28.95, North Light Books (Jan. 2003), ISBN: 1-581802-07-2
- *Chinese Painting Techniques for Exquisite Watercolors:* by Lian Zhen, Pb \$22.95, North Light Books (June 2004), ISBN: 1-581806-37-X
- *The Complete Chinese Brush Painting Set:* by Readers Digest, Cl \$30.95, Readers Digest (Nov. 2004), ISBN: 0-762104-77-5
- *Chinese Painting: Ideas and Inspiration:* by Marguerite Franklin-Carrier, Cl \$28.95, Sterling Pub. Co. Inc. (Oct, 1995), ISBN: 0-289801-31-1
- *Chinese Brush Painting: A Complete Course in Traditional and Modern Techniques:* by Jane Evans, Pb \$19.95, Dover Publications (Nov. 2004), ISBN: 0-486436-58-6

#### Sales Materials to support the book:

- Finished Books
- Color Sell Sheets & Sample Covers

#### Marketing:

- Co-op available
- Sending review copies with publicity materials to top 50 relevant media outlets
- Entering the title in eight awards programs for arts, education, and how-to titles
- Display at BEA 2006, Washington DC
- Display at ALA 2006
- PMA co-op catalog mailing to art reviewers
- Targeted press releases for book launch

#### Sales Handles:

- First to incorporate Chinese techniques with western watercolor practices
- First to teach beginning and intermediate art students how to add Oriental style into western landscapes with animals
- First, and only, how-to painting book with detailed demonstrations on painting snow
- Step-by-step demonstrations showing techniques for 10 complete lesson/exercises
- Chapter six contains a gallery of 30 finished, professional paintings
- Award-winning design and page-layout help make this book a visually beautiful work of art

#### Audience:

- Beginning to intermediate artists
- 85% are women who take painting classes
- Regularly attend art shows & visit museums
- Belong to local art associations and groups
- Subscribe to magazines: *American Artist*, *American Artist Watercolor*, *The Artists Magazine*, *Painting Magazine*, *Watercolor Magic Magazine*, and read art reviews