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# **Godard: Don't Drink & Draw**

The Art & Life of Michael Godard

The first book on the world's best-selling artist covers his life biography, career, and his most recent Art Tour and party-fests. Included are photos of many of his closest friends, fans, and collectors; including, Criss Angel, Gloria Estefan, Cristina Applegate, Ozzy Osbourne, Arnold Schwarzenegger, Jay Leno, Vince Neil, and more. Printed on the finest coated paper stock in coffee-table format, it showcases over 250 original paintings and drawings, and numerous projects for celebrities and rock stars. This edition chronicles Godard's journey from troubled childhood through his rise to "rock-star-of-the-art-world" status.

**ISBN:** 1-929170-22-X (Paper)

**ISBN:** 1-929170-23-8 (Cloth)

**Category:** Art/Pop Culture

**Price:** US\$34.95 (Pb) \$79.95 (Cl)

**Format:** Dual edition: Paper, Cloth

**Trim:** 10 x 12h

**Page Count:** 196

**Illus:** 350+, all color

**Index:** Yes

**Carton Quantity:** 12 (PB), 10 (CL)

**Author/s Resides:** Las Vegas

## **Competition:**

- *The Art of Peter Max*, by Charles A. Riley II, Peter Max. Cl \$49.95. Harry N Abrams (Oct. '02) ISBN: 0810932709
- *Pop Surrealism: The Rise Of Underground Art*: by Robert Williams, Cl \$39.95, Last Gasp, (Oct. '04) ISBN: 0867196181
- *Jerry Garcia: The Collected Artwork*: by April Higashi with Jon Carroll, Bob Dylan, Mickey Hart. Cl \$59.95. Thunder's Mouth Press (Sept. '05). ISBN: 1560257911
- *The Prints of Roy Lichtenstein: A Catalogue Raisonne 1948-1997*, by Mary L Corlett. Cl \$124.95, Hudson Hills Press; 2nd Rev edition (July '02) ISBN: 1555951961
- *Art of Modern Rock: The Poster Explosion*, by Grushkin & King. Cl \$74.95. Chronicle Books (Oct. '02) ISBN: 081184529X

## **Endorsements:**

- Ozzy Osbourne (Foreword writer)
- Vince Neil, Motely Crue Band
- Dishwalla, rock & roll band
- Criss Angel, Gloria Estefan, Cristina Applegate, and many, many more

## **Sales Materials to support the book:**

- Finished Books and sample covers
- Color sales flyers and store posters

## **Marketing:**

- Co-op available
- Advertising in 5 regional booksellers associations' holiday '06 consumer catalogs
- Feature articles being written and placed for launch in major magazines and newspapers
- Sending review copies with publicity materials to top 150 general media outlets
- Sending review copies with publicity materials to top 50 art & pop-cultural outlets
- Godard scheduled tours in 35 cities '06-'07
- Scheduling 25+ major book signings 2006
- News-wired press releases for book launch
- 2 PMA targeted reviewer catalog mailings
- Book & artist will be featured on Chris Angel TV show for launch and holidays

## **Sales Handles:**

- Best-selling artist in the world, 4,000 prints per month in over 500 galleries world-wide
- Costco sells prints in all stores @ \$150-\$250
- Appears regularly on TV shows; Criss Angel, Leno, MTV, ABC, NBC, OCN, KOCE, KCET, Evening Magazine, and Discovery Channel
- A film on Godard's life, *Behind the Artist*, won the Grand Jury Award for Best Documentary at the New York International Independent Film Festival
- Paintings and artwork have been showcased on Oprah and the Today Show
- Artist will do book-signings to coincide with his ongoing gallery visits.

## **Audience:**

- 4,000,000 avid gamblers in America
- 2,500,000 cigar aficionados in America
- Buyers of comparable, pop-art books
- 1,400,000 fans who pre-purchased OzzyFest (Black Sabbath band) US tour tickets for summer/fall 2006, at \$100 to \$200 a piece

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