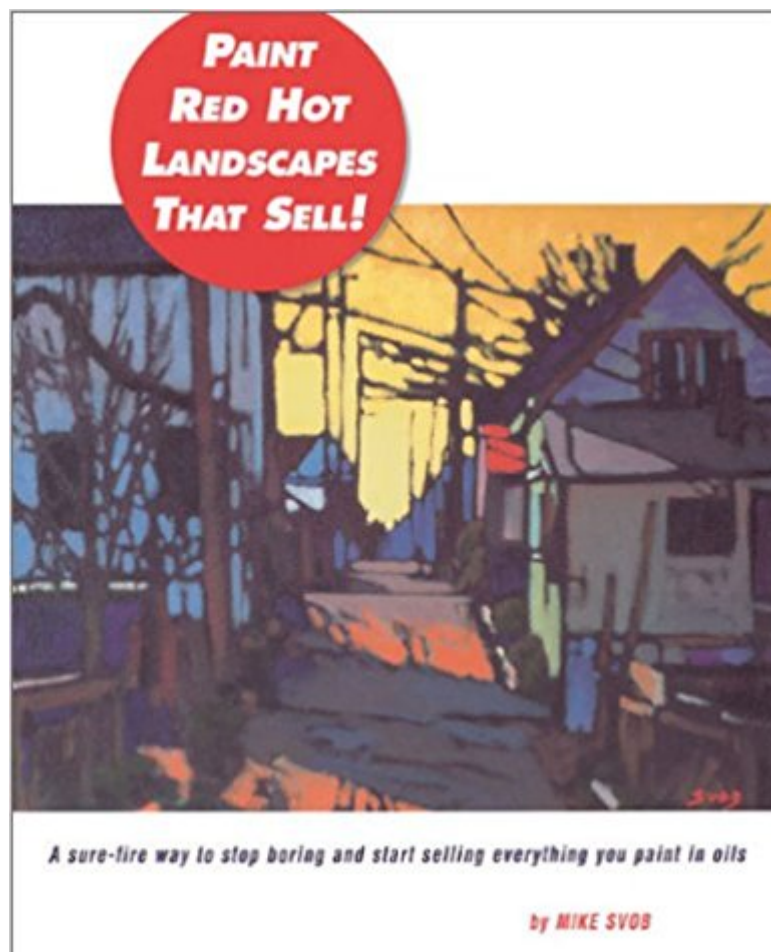


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# Paint Red Hot Landscapes That Sell!: A Sure-Fire Way To Stop Boring And Start Selling Everything You Paint In Oils



## Synopsis

Mike Svob knows all about producing paintings that sell. His secret? It's the way he uses the Direct Local Color Method to make his work irresistible. In this book, Svob illustrates this method, and how it can turn readers' ho-hum paintings into instant sellers. His theory is based on a solid foundation of drawing techniques and a clear understanding of tonal values. He shows readers how to utilize color as an emotional element-one that draws viewers like bees to a flower. They'll learn how to create compelling paintings with both warm and cool colors. Svob also provides guidelines for pushing color in different ways to create work that seems plausible and realistic, yet has the extra color zip that captures viewers' emotions. Mike Svob studied at the University of Western Ontario. He has completed over two dozen large murals throughout North America and to date has had over 40 exhibitions. He is a past president of the Federation of Canadian Artists. His paintings can be found in hundreds of private and corporate collections throughout the world. He lives in White Rock, British Columbia, Canada.

## Book Information

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## Customer Reviews

As a full time painter I can tell you that this is the best book I have read on the subject to date. Mike Svob is brilliant not only in his compelling work, but in his explanations and methods as well. He emphasizes what needed to be stated, and is often overlooked in other books... how to know from the first few minutes of your painting process if you will have a success. By making sure you know what inspired you and focusing on conveying that to the viewer, by making a 3-tone thumbnail sketch, and by blocking in with good basic drawing skills your shapes and values all BEFORE you even think about the impact of color, your work will surely be at it's best. Mike has made it very clear

to me that while color can be your trademark, and is often what the buyer notices most, it is the last element in the process of a successful painting. Only through good design, believable, dynamic values and an interesting message behind the work, can color be the final touch to capture the viewer. As an artist, Mike shows me that the elements the buyer doesn't notice or think about (such as compositional balance, hard & soft edges, dark-light value range) are what the artist must focus on intensely if the painting is to succeed, and in the end color just gives a little extra "zing" to an already well made painting. Great words of wisdom, intuitively simple and yet a little surprising from an artist known for his colors. I am grateful that Mike has decided to share his many wonderful step by step painting methods with us, and that an artist with such a wonderful grasp of what makes a painting great is adding his beauty to the world. Thank-you Mike Svob! PS - I see that one reviewer decided to trash this book because apparently they didn't like Mike's style of painting ...

Four years ago, I became disabled, no longer capable of work. In a desperate effort just to remain alive and focus on something outside my physical suffering, I turned to art. I quickly learned that putting brush to canvas had powerful medicinal properties. Having said all that, I must next state that finding Mike Svob's book was a watershed event in my life, both for my art and for my spirit. The book not only provides major-league eye candy for both the aspiring and seasoned artist, but offers guideposts to creating work that delivers a stunning one-two punch, essential to the professionals' sales potential. He gives concrete, easily understood direction in the form of "support plans", and delineates the effects and impact of both soft and hard edges as well the importance of tonal values. His use of color is nothing short of lyrical and his composition is not just eye-catching but eye-keeping, the difference between just a pretty picture and a piece of art the viewer feels compelled to own. There are stunning examples of Mr. Svob's work on each page; he gives you important teaching information in text, but doesn't waste page space with too much of it as many art instruction books do; he gives you visual examples of how to construct an effective landscape that are not only innovative & unique but realistically attainable. As an artist who is self-taught, that realistically attainable goal thing is pretty critical to my learning & development. Mr. Svob's book and work have had a profound impact on my work process/product, and I use it weekly as an invaluable reference when I am "stuck" in a painting. He also devotes considerable space to elements of design and the importance of drawing, imperatives for the serious artist.

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