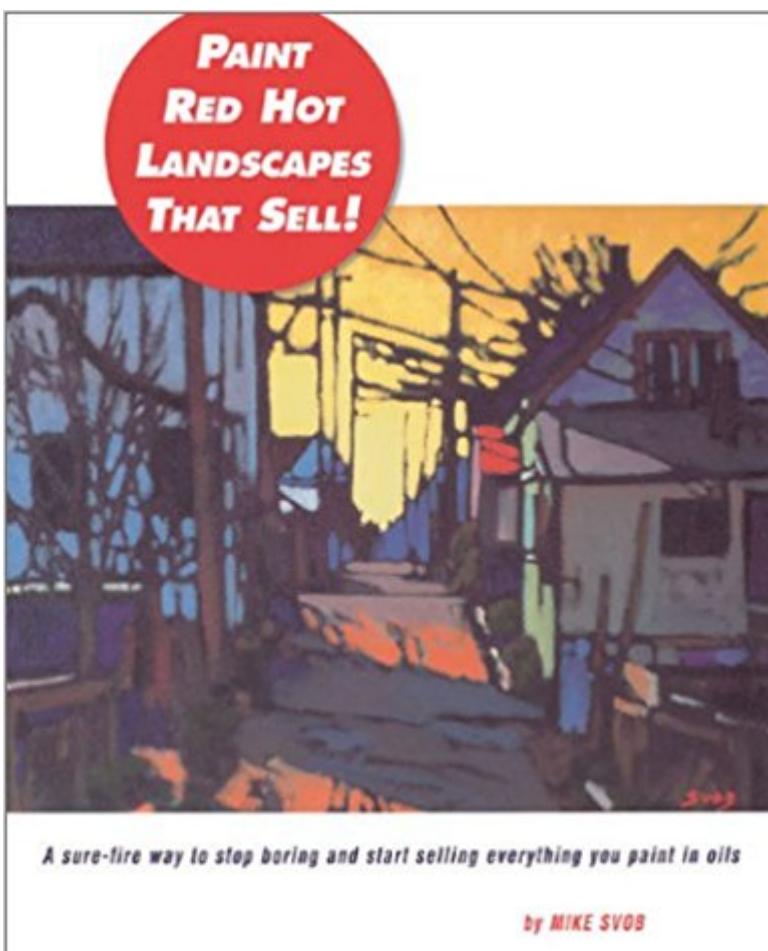


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# Paint Red Hot Landscapes That Sell!: A Sure-Fire Way To Stop Boring And Start Selling Everything You Paint In Oils



## **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**

Hardcover: 128 pages

Publisher: International Artist Publishing (September 2002)

Language: English

ISBN-10: 1929834187

ISBN-13: 978-1929834181

Product Dimensions: 11.6 x 8.8 x 0.7 inches

Shipping Weight: 1.8 pounds

Average Customer Review: 4.4 out of 5 stars 25 customer reviews

Best Sellers Rank: #1,171,834 in Books (See Top 100 in Books) #100 in Books > Arts & Photography > Painting > Still Life #263 in Books > Arts & Photography > Painting > Oil Painting

## **Customer Reviews**

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

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As a developing artist my painting style is evolving. Understanding the exciting approach of Mike Svob helped my style development. The author discusses his main point related to making paintings more attractive to potential buyers. However, he also discusses some fundamental truths about art in general and painting specifically. The author emphasizes the importance of being enthusiastic about the scene you are painting. He stresses that making a good drawing is the foundation for a good painting. Painting is drawing with paint. He emphasizes that the initial photograph is not the final painting. The artist must move beyond the photo and make the painting a work that is an interpretation of the photographic scene. His technique includes placing figures in the scene and changing colors, texture, and tone that are not in the initial scene. The photo is only the starting point. His central message stresses the exaggeration of tone and hue intensity which attracts the eye of potential buyers. However, his discussion goes beyond this intensity that sells paintings. He discusses basics including color choices, painting composition, placing figures in the work, strong tonal relationships, under-painting, and much more. My objective is to incorporate this philosophy into my work. I do not plan to copy this style. I highly admire Mr. Svob's courage that is based upon his vast experience which allows him to push boundaries of realism. As a retired architect; my professional training emphasized accuracy in detail and image. This book has helped in my attempt to make a leap from photo-realism to a more impressionistic approach. I am attempting to utilize his instruction on the juxtaposition of warm and cool and complementary colors while exaggerating the relationship of tone. This book has been very helpful.

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. Svobs' 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. Svobs' 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. If one could afford only five art instruction books, this should be one of them. Mr. Svob is not only a contemporary master impressionist but an articulate & effective teacher, a very rare combination. I can provide testament to the title of the book; his methods produce paintings that really DO sell ! Do yourself a favor; buy the book and USE it. It'll be the best "art supply" in your studio !

I still need to finish reading it and wading through his many examples, but I've got the general drift of things.

This is one great book. Have been painting for about 4 years and have given away paintings to friends and family members rather than selling them. I did not buy this book for advice on selling but rather because the cover caught my eye. His style is semi-abstract and very graphic. His colours are bright, bright, bright and this suits me just fine. Have been using his paintings as start-off points and then veering off into my own interpretation of them. Mike Svob tells it like it is. There is no pussyfooting around here. I love his straightforward way of thinking and the fact that he does not pull his punches. At the moment it has become a bit of a bible for me and am really loving working with this book. Can highly recommend it to artists of bright, graphic work.

Highly recommend this book / if only it wasn't out of print .....

No nonsense advice for the novice and well as professional artist. Mike Svob is a well known artist from White Rock, British Columbia, Canada. One of the better painting books out there!

Good book to have.. I am an art teacher and I loved this book!

Love this book filled with exciting landscapes and helpful demos.

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