

BALLISTIC PUBLISHING ANNOUNCES — ELEMENTAL 3 **The World's Best Autodesk Art** **THE ONLY BOOK FOR CG ARCHITECTURE**

Adelaide, South Australia - 6th June 2008

The ELEMENTAL series showcases the world's best digital artwork created with Autodesk software. ELEMENTAL 3 is packed with exciting imagery from Autodesk customers with a strong emphasis on architectural and design visualization. For the first time in an ELEMENTAL title—Autodesk Maya and Autodesk Mudbox artwork are also included.

The ELEMENTAL series, created in partnership with Autodesk Inc, showcases the world's best art created with Autodesk 3D visualization and animation software. ELEMENTAL 3 continues this partnership and expands the breadth of the series across more genres and with greater focus on architectural visualization and design (product and automotive).

“This book is a celebration of digital art. It's the magic that happens when great imaginations are paired with great technology. Like its predecessor, ELEMENTAL 3 features the best-of-the-best Autodesk 3ds Max art. We're excited that Autodesk Maya and Autodesk Mudbox artwork is included for the first time. Congratulations to everyone whose work is featured in ELEMENTAL 3. Prepare to be amazed!”
Marc Petit, Senior Vice President, Autodesk Media & Entertainment

For the third edition of ELEMENTAL, Ballistic Publishing appointed an advisory board to assist in nominating and judging images for the ELEMENTAL 3 awards. All of these people are either leading artists in their own right or are experienced and respected members of the Autodesk product team. ELEMENTAL 3 features 246 examples of the world's best digital art created with Autodesk software from 170 artists in 43 countries.

Award categories included: Architecture Exterior (Public/Residential); Architecture Interior (Public/Residential); Architecture/Reconstruction; Characters; Creatures; Robotic/Cyborg; Product Design; Still Life; Transport; Abstract; and Environment. A wide range of styles and subject matter are showcased in ELEMENTAL 3 with an emphasis on architectural visualization. Several notable architectural firms are represented with visualizations spanning interior/exterior public spaces, commercial buildings, and interior/exterior residential spaces.

ELEMENTAL 3 is the only art book showcasing the work of CG artists in architectural visualization, and is the first Ballistic title to dedicate half of its pages to architectural subjects. Printed to the highest standards, the book features individually color-corrected pieces of original art with a richness and depth not found in other art books.

Pricing and Availability

ELEMENTAL 3 is available in two editions: Hardcover (USD\$69); and Limited Edition (USD\$170).

Publication Details:

ISBN: 978-1-921002-53-3 (Hardcover), 978-1-921002-52-6 (Limited Edition)

Pages: 192 pages (Hardcover)/192 pages (Limited Edition)

Dimensions: 220 x 297mm

Editors: Daniel Wade, Paul Hellard

Co-Publishers: Mark Snoswell, Daniel Wade

Shipping: Mid-July 2008

More details about the books and availability can be found on the Ballistic Publishing website at:

<http://www.ballisticpublishing.com/books/elemental3/>

*A set of four bonus prints are yours free when you purchase ELEMENTAL 3 Limited Edition. The bonus prints also come with the first 300 Hardcover editions..

Andy Park, SCEA, God of War 2: Kratos vs. Barbarian King. 'God of War 2' © Sony Computer Entertainment America Inc.

Choe Byung-hee Gun and Sword

Daniel Simon Cosmic Motors: Icetrain (Series 3)

Marcelo Eder Homage to Sidonio Porto

Praise for the Elemental Series

“On 192 pages, a selection of the doubtlessly best contemporary 3D visualizations using Autodesk software has been collected....A fascinating trip into virtual reality...”

Art Scene International

About The CGSociety and Ballistic Media

Ballistic media operates two major divisions—The CGSociety and Ballistic Publishing. The CGSociety is the world's largest society of professional digital artists and provider of forums, portfolios, training, job and event services for the digital arts industry. Ballistic Publishing is the leading, award-winning, independent publisher of books for the digital arts industry. Dedicated to publications of the highest quality celebrating the talents of digital artists worldwide, Ballistic has set the benchmark as a quality boutique publisher. Ballistic Media is based in Adelaide, South Australia, with offices in Melbourne (Victoria, Australia) and Tampa (Florida, USA).

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