

## BALLISTIC PUBLISHING ANNOUNCES—THE ART OF ODDWorld INHABITANTS: THE FIRST TEN YEARS - 1994-2004 - FOLIO EDITION

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Adelaide, South Australia - 13th February 2009

**“This book is dedicated to our fans. We owe it all to you.”**

*Sherry McKenna, CEO and Co-Founder, Oddworld Inhabitants*

***The Art of Oddworld Inhabitants*** is a stunning coffee-table book documenting the first ten years of Oddworld Inhabitants—from Lorne Lanning’s vision of the first Oddworld hero in 1994 to the present. Now presented in a special Collectors’ Folio Edition, the book is an extraordinarily high-quality, fine art publication documenting the story of the art and vision of Oddworld. It also shows how the design process maintains the highest standards of creativity and quality while evolving a whole world populated with odd characters that express rich and unforgettable personalities.

“Since Sherry McKenna and I founded Oddworld Inhabitants back in 1994, we have eagerly anticipated the moment when a densely packed and finely printed ‘Art of Oddworld’ book would find life,” said Lorne Lanning, President/Creative Director of Oddworld Inhabitants. “This collection of work reflects the intense artistic effort that has gone into the creation of our heroes and their plights.”

To celebrate the reprinting of one of Ballistic Publishing’s most successful titles, a Collectors’ Folio Edition of *The Art of Oddworld Inhabitants* with a limited print run of only 100 copies has been specially produced. Included with this exclusive Edition is a numbered “Certificate of Authenticity” individually hand-signed by Oddworld Inhabitants founders Lorne Lanning and Sherry McKenna.

***The Art of Oddworld Inhabitants Folio Edition*** comes in an immaculately presented, hand-crafted display case with a purple ribbon to easily remove or place the Folio Edition. The specially reprinted Folio Edition uses the best printing processes available while every page has been re-processed for the finest possible reproduction. The cover features a new padded/stitched binding treatment with a weathered-leather appearance and varnished Oddworld title making it the most stunning Ballistic book yet!

“Millions of gamers have experienced the rich, layered environments of the Oddworld universe across four award-winning titles,” explains Daniel Wade, Co-Publisher of Ballistic Publishing. “The Art of Oddworld Inhabitants tells the story, in both art and words, of the creative labors that brought these games into being. From concept art, to fully rendered characters and environments the book walks through the creation timelines of ‘Abe’s Odyssey,’ ‘Abe’s Exodus,’ ‘Munch’s Odyssey,’ and ‘Oddworld Stranger’s Wrath.’ Through exquisite art, milestones, and the creator’s recollections of how each character and story came into being, the book showcases one of the most original, and visually rich game franchises ever created.”

Filled with stunning examples of beautiful artwork including production design sketches, color roughs, storyboards, game screens and CG/FMV stills, *The Art of Oddworld Inhabitants* features exclusive artwork from Oddworld Inhabitants that has never been seen before.

*The Art of Oddworld Inhabitants* is available in three editions: Hard Cover, Leather-bound Limited Edition, and now in this stunning Folio Edition for collectors. *The Art of Oddworld Inhabitants* begins shipping in **February 2009**.

### Pricing and Availability

More details about the books and availability can be found on the Ballistic Publishing website at: <http://www.ballisticpublishing.com/books/oddworld/folioedition>

### Publication Details:

- \* ISBN: 978-1-921002-00-7 Special Folio Edition Price \$290.00
- \* ISBN: 978-1-921002-02-1 Hard Cover \$69.00
- \* ISBN: 1-921002-01-8 Limited Edition \$170.00
- \* Pages: 256 pages
- \* Dimensions: 220 x 297mm
- \* Editors: Cathy Johnson & Daniel Wade
- \* Shipping : February 2009

### Praise for Oddworld:

*“The Art of Oddworld” brings a collection of the best illustrations, sketches and renderings that have been created behind the walls of the creative workshop. 256 pages filled to bursting might be a trip into another world for some, a treasure box of ideas for others. Even when you are not a games fan you will be enthusiastic about this book with its queer fantasy characters, the extraterrestrial landscapes the informative concept studies and the background knowledge about games development”.*

### Art Scene International

### Praise for Ballistic Publishing:

*“The arrival of a new Ballistic title is always an exciting prospect for digital artists and fans of digital art alike. Not only do the books showcase the best digital artwork to be found, but they also give aspiring artists a chance to be seen by a large and appreciative audience”*

### ImagineFX

### 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, 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).

Digital assets can be downloaded from <http://www.ballisticpublishing.com/press/>

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