

## BALLISTIC PUBLISHING ANNOUNCES - EXPOSÉ 7 MORE ART, MORE ARTISTS, AND MORE INSPIRATION

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Adelaide, South Australia - 27th May 2009

Ballistic Publishing is proud to announce the pinnacle of digital art with EXPOSÉ 7, the latest book in its groundbreaking series celebrating the Finest Digital Art in the Known Universe. With more art, more artists, and a judging panel unanimous in its praise for the remarkable standard of work, EXPOSÉ 7 showcases a talented community of digital artists and their inspirational art.

"There is some fantastic work in there and it was extremely hard to choose what to omit," explains Max Dennison, EXPOSÉ 7 advisory board member and founder of Matte Painting UK. "On the whole the quality of entries was brilliant and the complexity of ideas was astonishing—better than last year I believe!"

An epic number of entries were received for EXPOSÉ 7 allowing the Ballistic team to squeeze in a record number of artworks surpassing EXPOSÉ 6 by 59 pieces. Of the 6,288 images entered, 391 were featured in EXPOSÉ 7 coming from 288 artists in 51 countries, and in the tradition of the EXPOSÉ series, a substantial number of the featured artists (over one third) were published for the first time in EXPOSÉ 7.

EXPOSÉ 7 showcases the world's best digital art in the categories of: Portrait (Painted & Rendered); Fantasy; Fantasy Femmes; Architecture (Exterior & Interior); Concept Art; Environment; Futurescapes; Matte Painting; Science Fiction; Robotic/Cyborg; Abstract & Design; Product Design & Still Life; Warriors & Conflict; Whimsical; Storytelling; Wildlife; Steampunk; and Transport. Across all these categories, Ballistic Publishing is uncompromising in its pursuit of quality, and each image that appears in EXPOSÉ is individually color-corrected to maintain a standard of output that no other art publisher can match.

EXPOSÉ 7 entries were judged into Master and Excellence classes by a judging panel of renowned artists including: Stephan Martiniere (concept artist and EXPOSÉ Grand Master), Lorne Lanning (Co-founder of Oddworld Inhabitants), Chris Sloane (Art Director of National Geographic), Max Dennison (matte artist and founder of Matte Painting UK), Alex Morris (Director at Hayes Davidson), Chris Stoski (matte painter and concept artist), Brom (fantasy artist), and Philip Straub (art director and concept artist).

"The digital arts community continues to shine with more artists creating better artwork than ever before. The Ballistic Publishing team strives to create the best collection of digital art in our EXPOSÉ series every year, and we're energized by this year's record number of artists and entries," explains Daniel Wade, Co-Publisher of Ballistic Publishing.

To coincide with the launch of EXPOSÉ 7, Ballistic Publishing has created a Facebook group for the book. Award winners, and the EXPOSÉ 7 Grand Master announcement will be sent out to group members to keep them up to date with all the essential EXPOSÉ 7 news. To join the EXPOSÉ 7 group, visit: <http://www.facebook.com/groups.php?id=644913237&gv=2#/pages/EXPOSE-7/75897077518?sid=ffd7dd5454220333073f1bee23aaba90&ref=search>

### Pricing and Availability

EXPOSÉ 7 is available in three editions: Hardcover (USD\$75); Softcover (USD\$64); and Limited Edition (USD\$170). More details about the books and availability can be found on the Ballistic Publishing website at: [http://www.ballisticpublishing.com/books/expose/expose\\_7/](http://www.ballisticpublishing.com/books/expose/expose_7/)

The EXPOSÉ 7 Limited Edition release includes an additional 16 pages of artist profiles and 8 Limited Edition prints.

An exclusive, specially commissioned 30-minute video tutorial by EXPOSÉ 7 cover artist Bente Schlick is also available to all EXPOSÉ 7 Limited Edition buyers and the first 300 EXPOSÉ 7 Hardcover/Softcover buyers.

### Publication Details:

- \* ISBN: ISBN 978-1-921002-64-9 (Softcover), 978-1-921002-62-5 (Hardcover), 978-1-921002-63-2 (Limited Edition)
- \* Pages: 224 pages (Softcover & Hardcover)/ 240 pages (Limited Edition)
- \* Dimensions: 220 x 297mm
- \* Editors: Daniel Wade, Paul Hellard
- \* Co-Publishers: Mark Snoswell, Daniel Wade
- \* Shipping: Available Now

### Praise for EXPOSÉ 6

*"Here in the ImagineFX office, we always get very excited by the prospect of a new EXPOSÉ release. There's always a mad scramble to the post box to see who can get their hands on it first, eager to see if the latest edition can achieve the seemingly impossible and surpass the standards of those that went before it. We're pleased to say, EXPOSÉ 6 doesn't disappoint...There's so much amazing art in here it's mind blowing. This is a book all art fans need on their coffee table."*

**ImagineFX Magazine**

### 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).

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

### Media Contact

For more information, images and review copies please contact:  
**Daniel Wade**  
Co-Publisher

### Ballistic Publishing

134 Gilbert Street  
Adelaide, South Australia 5000  
Tel: +61-8-8463-1866  
Fax: +61-8-8212-8255  
<http://www.ballisticpublishing.com>  
<http://www.cgsociety.org>