

FOR IMMEDIATE RELEASE
Ballistic Publishing announces—
EXOTIQUE 7—More beautiful than a double-rainbow
Adelaide, South Australia - 27th September 2011

Every year Ballistic Publishing invites digital artists to contribute their best character creations to its EXOTIQUE series. The result is the biggest, most vibrant and inspiring collection of digital character art spanning genres as diverse as science fiction, fantasy, manga/anime, photorealism and stylized realism. Like each EXOTIQUE book before it, EXOTIQUE 7 is a snapshot of the world's best character art from over one third of the countries on planet. 717 artists from 71 countries submitted almost 3,000 entries to make EXOTIQUE 7 the largest collection of digital character art ever assembled in print.

Like all Ballistic Publishing books, the artists and art in EXOTIQUE 7 take center stage. Every image is carefully color-corrected to ensure that it's as vibrant and detailed as the artist's original vision. Each layout is assembled to show off the artwork at its best with sympathetic styles and color palettes, and when the artwork demands a full-spread or full-page, it is given its rightful space. The work of 223 highly-talented artists fill EXOTIQUE 7 with 358 pieces of inspiring character art including twelve amazing double-page spreads and 92 full-page images.

"The EXOTIQUE series has evolved into an incredible collection of character art from a very diverse group of artists", explains Publisher Daniel Wade. "Whether it's the increasing number of artists from the Asian region, or the fact that over one third of the featured entries for EXOTIQUE 7 came from female artists this year, I'm very proud to have showcased so many great artists over the seven editions of EXOTIQUE."

Exclusive A3 Poster Print Offer

The first 100 customers to complete their purchase of EXOTIQUE 7 on the Ballistic Publishing website will receive a beautiful A3 poster print featuring the work of Omar Diaz. Offering a new level of presentation and quality, the unfolded A3 poster will arrive separately in a special flatpack poster mailer preserving the poster in its original condition.

Pricing and Availability

EXOTIQUE 7 is available in two editions: Softcover (USD\$59); and Special Edition (USD\$115). More details about the books and availability can be found on the Ballistic Publishing website at: http://www.ballisticpublishing.com/books/exotique_7/

The EXOTIQUE 7 Special Edition release features a leather-bound cover, with glossy tip-on artwork, gold foil titles, and specially-printed full-color endpapers featuring the art of Cris Ortega and Mario Wibisono.

Publication Details

- Soft Cover ISBN 978-1-921828-08-9
- Special Edition ISBN 978-1-921828-09-6
- Pages: 208 pages (Soft Cover and Hard Cover)
- Dimensions: 220 x 297mm (9.7" x 11.7")
- Editor/Publisher: Daniel Wade
- Shipping: November 2011

Praise for THE EXOTIQUE series

"Ballistic Publishing offers a certain unique mark of quality: when you buy any book from the

company, you know you will get more art to look at than you could probably handle. EXOTIQUE 6 is no exception, featuring dozens of vibrant pieces from numerous artists with different techniques and styles.”

EXOTIQUE 6 review, CGChannel.com

From rich portraits like Neville D’Souza’s cover image Sweet as Candy, to visionary fantasy pieces, EXOTIQUE 5 is full of breathtaking art. A lot of thought’s been put into the book’s layout, sometimes pitting the might of one painting against another, then juxtaposing images that complement each other. Whatever the approach, the results are always transfixing.”

EXOTIQUE 5 review, ImagineFX magazine

Other titles in the Ballistic Publishing catalog

Ballistic Publishing celebrates its eighth year creating the world’s best digital art books, with the EXPOSÉ, EXOTIQUE, d’artiste, ESSENCE, and Art of the Game series. To see details of our recent books like EXPOSÉ 9, d’artiste Character Design, The Art of God of War III, The Art of UNCHARTED 2: Among Thieves, and The Art of Massive Black, visit the Ballistic Publishing Press Room: www.ballisticpublishing.com/press/

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 and celebrating the talents of digital artists worldwide, Ballistic has set the benchmark as a quality boutique publisher.

Digital assets (covers, sample spreads, press releases)

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

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