



# **Paint Red Hot Landscapes That Sell!: A Sure-Fire Way to Stop Boring and Start Selling Everything You Paint in Oils**

*Mike Svob*

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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.

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