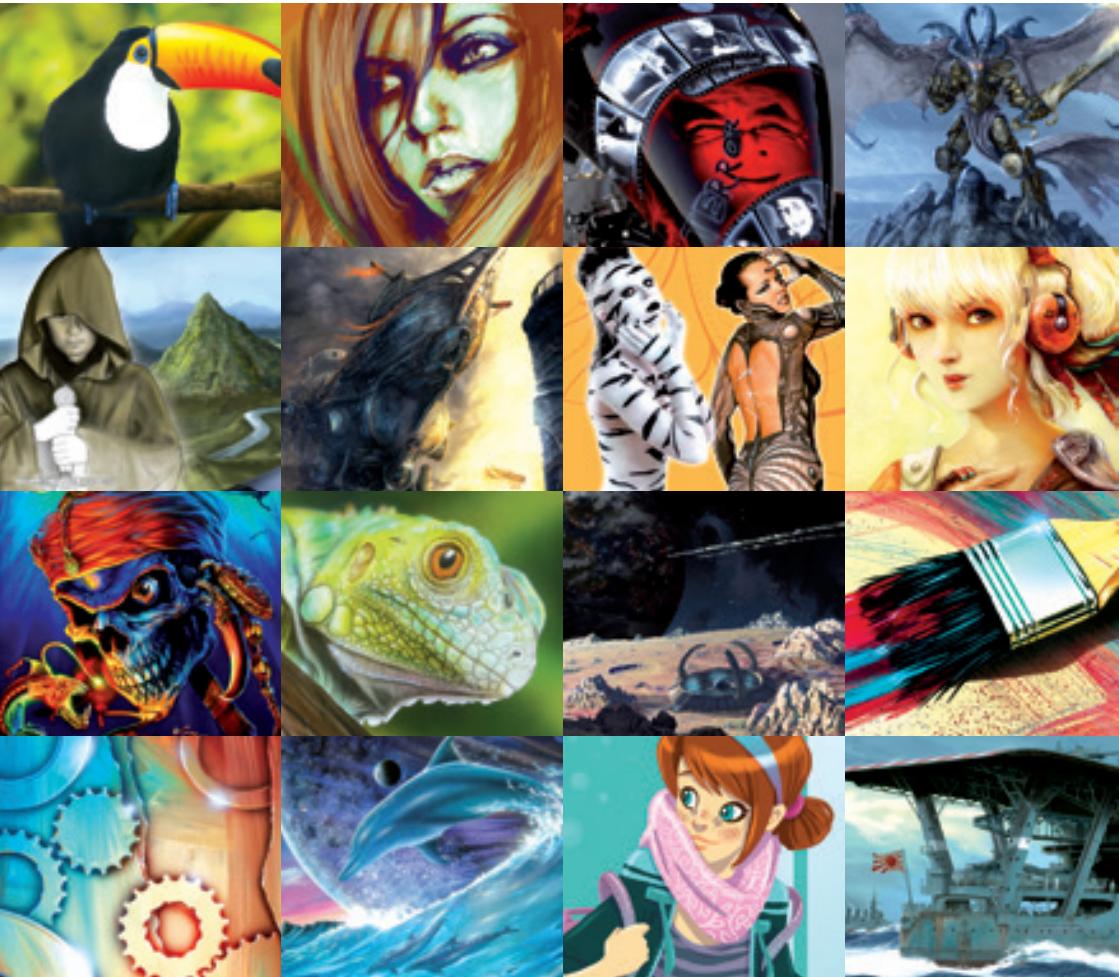


Rights Catalogue

2014/2015

Airbrush | Bodypainting | Digital Painting
Art books | How-tos | DVDs | Magazines



www.newart.de
www.newart-shop.de
www.airbrush-magazine.net

 **newart**
medien & design

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Airbrush Step by Step DVD-Series #4 – Texture Effects



Whether as a custom painting effect, a faux finish on the wall, an optical illusion in the field of bodypainting or for illustrations of animals, people, or landscapes – texture techniques are simply necessary in all airbrushing fields. With a couple of tricks, even beginners can easily achieve a number of intriguing effects. On this DVD Roger Hassler shows about a dozen of different effects and explains their design step by step. In no time, scales, hair, fur, water drops, woodgrain, stars, clouds, stone and metal textures are created.

Roger Hassler was born in 1972 in Hameln/Germany. He is working as graphic designer in the fields of print and web design in his own studio and publishing house in Hamburg/Germany. In the field of airbrushing he has many years of experience. In his youth he started as a renowned computer graphic artist. Later, he developed his skill in classic painting techniques which led him to the art of airbrushing. He taught himself the technique and quite soon also started teaching other enthusiasts. His photorealistic artworks feature motifs from the fields of fantasy, air planes, science fiction and surreal figural illustrations. For more than 10 years he has been publishing a variety of books, DVDs and magazine articles on airbrushing.

Hassler, Roger: Airbrush Step by Step DVD-Series #4

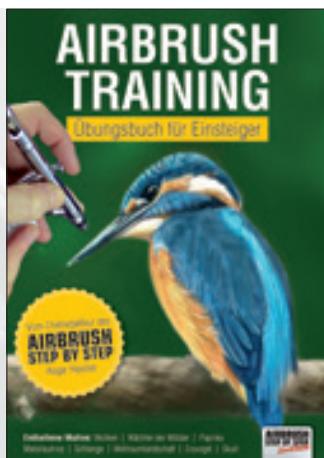
Textur-Effekte

DVD | Run time: 150 minutes | German language

Spring 2015 | ISBN 978-3-941656-36-9 **19,95 €**

Novelties 2014

Airbrush Training – Exercise book for beginners



From the very first lining exercises to complex illustration: *Airbrush Training* offers a handpicked collection of step by step tutorials which helps the airbrush beginner to build up his knowledge and experience in airbrushing systematically. At raising levels, each motif introduces new challenges as well as further techniques and tricks. The artworks range from Caribbean landscapes and space scenes, through wildlife art such as snake and kingfisher, to airbrush classics like skulls, metallic lettering, clouds and crack effect. The reader benefits from the huge experience of the author Roger Hassler as an airbrush instructor and editor of *Airbrush Step by Step magazine*.

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Hassler, Roger: Airbrush-Training
Übungsbuch für Einsteiger
Softcover | 21 x 29,7 cm | 76 pages | German language
Fall 2014 | ISBN 978-3-941656-36-9 **14,95 €**

Airbrush Step by Step DVD #3 – Airbrush Cake Decoration



The airbrush technique offers a lot of creative options for extraordinary cake decoration. Airbrushing expert Roger Hassler and pastry specialist Jens Oprzondek introduce the viewer to the art of airbrush cake decoration from a material overview and basic exercises through illustration on fondant to complete "Holiday" and "Wildlife" design cakes. You can see how to establish motives such as toucan, tiger, skulls, desert and underwater scenery, animal print as well as sand and water textures. Beyond airbrush tutorials, pastry techniques are also provided. The DVD appeals to both pastry chefs looking for an introduction to airbrushing as well as airbrush artists being curious for new painting surfaces.

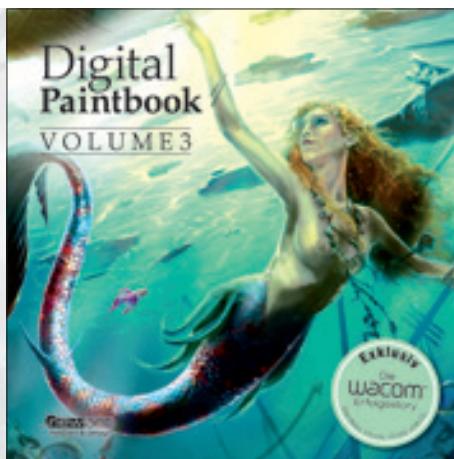
Roger Hassler has many years of experience in the field of airbrushing. He taught himself the technique and quite soon also started teaching other enthusiasts. For more than 10 years he has been publishing a variety of books, DVDs and magazine articles on airbrushing.

Jens Oprzondek has been a professional pastry chef for 20 years. He participated in various specialty trade fairs, shows and professional trainings and is a pioneer for English and American cake decoration as well as sugar craft in Germany. He currently works for pastry supplies company Jacobi Decor and teaches various cake decoration techniques.

Hassler, Roger: Airbrush Step by Step DVD #3
Airbrush-Tortendekoration
DVD | Run Time: 150 minutes | German language
2014 | ISBN 978-3-941656-31-4 **19,95 €**

Novelties 2014

Digital Paintbook Volume 3



With its seven extraordinary artists, the third volume of Digital Paintbook proves how diverse artworks can be even if they are all processed by the same technology and software. By working with Adobe Photoshop, all artists show their specific way of generating digital art: There are mixed brushes techniques allowing for a lot of improvisation and scribbling as well as systematic composition of digital illustrations. The book features the art of newcomer and Digital Paintbook award winner Paul Kolvenbach as well as the experiences of Julia Briemle being a busy freelance storyboard artist. As a hardware feature, the book contains an exclusive insight into the successful past and present of Wacom, the world's leading supplier of graphic tablets, pen displays and related technology.

Editor

Roger Hassler

Featured Artists

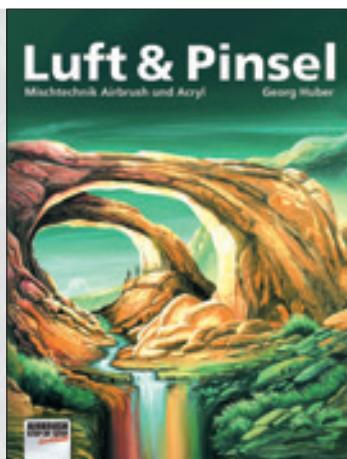
Arthur Haas (Netherlands), Juhani Jokinen (Finland), Lawrence Mann (United Kingdom), Oliver Wetter (Germany), Paul Kolvenbach (Germany), Rudi Salzer (Germany), Julia Briemle (Germany)

Digital Paintbook Volume 3

Softcover | 21 x 21 cm | 76 pages | German Language

2014 | ISBN 978-3-941656-32-1 **14,95 €**

Air & Brush – Mixed technique Airbrush and Acrylics



The artist Georg Huber shows in his workbook *Air & Brush – Mixed technique airbrush and acrylics* how the two media acrylics and airbrush can be connected in the process of painting. In the first part Huber shares his knowledge that he gained in his longtime professional career about colors, surfaces, airbrush devices and other important equipment. Another emphasis is put on the basic rules on how to create an art work. From the first sketch to composition techniques and choose of color he gives useful tips without determining the individual work process of every artist. With the help of easy to follow step by step instructions in the second part of the book you can practice on your painting skills right on.

Georg Huber was born in 1961 in Rosenheim/Germany and is working as a freelance artist, instructor and author. For many years he has been recognized as one of the most famous German airbrush artists. After his apprenticeship as a mechanic he studied graphic art in Munich. Since the 80s he has been dedicated himself to working with colours and paint. Travelling to the US led him to his successful illustration series „American Moments“. American landscapes also inspired him to create another topic which was recognized under the name of „Traumschaftsbilder“ („Dreamscape images“). His award-winning works are published on book, magazine and news paper covers, CD and DVD covers and are available as art prints. His creative versatility allows him to also work on movie, theatre and music projects.

Finally a book at this level. This technique from both perspectives can create amazing artworks. Great description, beautiful motives and a DVD – simply awesome! Amazon reader's review

Huber, Georg: Luft & Pinsel

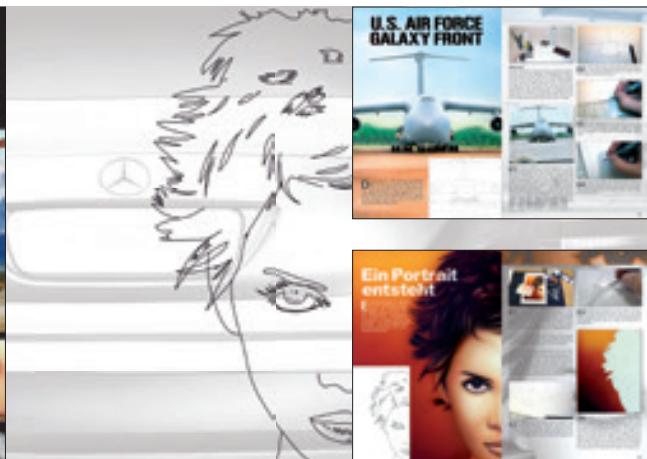
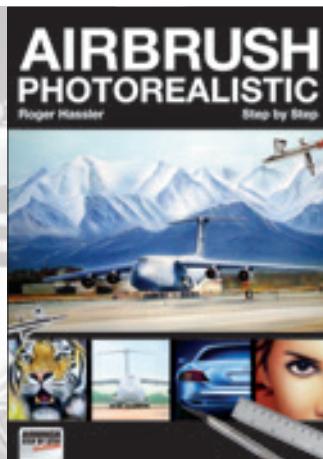
Mischtechnik Airbrush und Acryl

Hardcover | 21 x 29,7 cm | 152 pages | with DVD | German language

2013 | ISBN 978-3-941656-10-9 **24,95 €**

Airbrush

Airbrush Photorealistic



The creation of photorealistic paintings is one of the most challenging and demanding projects of an airbrush artist. *Airbrush Photorealistic* introduces techniques and opportunities to realize motifs as realistic as possible. Five step-by-step tutorials show the emergence in detail. Drafts and mixing charts for the workshops help to realize the exercises quickly. With several complex and technically challenging artworks, the book demonstrates how to work with opaque colours, design textures and how to handle the frisk film. Beside technical illustrations like air planes and a car, also a portrait and a tiger motif is explained step-by-step. The most important expressions all about airbrush and photorealism are defined in the glossary.

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"Airbrush Photorealistic" shows a small, but nice choice of photorealistic airbrush artworks. The step by step tutorials are easy to understand, friendly written and illustrated with many photos. They give a lot of interesting advice and may also be helpful to an old hand airbrush artist. *Media-Mania*

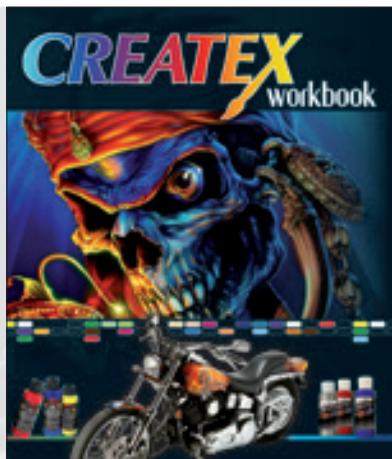
Hassler, Roger / Fanel, Valentin:

Airbrush Photorealistic

Softcover | 29,7 x 21 cm | 68 pages | 2. reworked edition | German language

2012 | ISBN 978-3-941656-06-2 **14,95 €**

Createx Workbook



For more than 30 years, the name Createx has been directly connected to modern airbrush art and design. This workbook shows the many possibilities for the application of Createx Colors on all sorts of backgrounds such as t-shirts, walls, fingernails, metal, wood, leather, paper, synthetics or casts. An international team of renowned airbrush artists provides step by step directions to show you how breathtaking works of art can be created with Createx paints.

Editors:

Ernst-Otto Böttger, Jörg Warzyceck

Featured Artists

Dru Blair (USA), Eddie Davis (USA), Peter Tronser (Germany), Benyamin Gart (Sweden), Terry Stephens (New Zealand/USA), Andrea Pischel (Germany), Michael Tetzlaff (USA), Terry Hill (USA), Alan Pastrana (USA), Wolfgang Leidlmayer (Austria), Giorgio Uccellini (Italy), Corrado R. Mallia (Canada), Mark Wierzbicki (USA/Germany), Marcus Bohler (Switzerland), Nicole Wehmeier (Germany), Gary Worthington (USA)

Good book, gives a lot of information on how to do some of those paintings that they have done over the years. Amazon reader's review

Warzyceck, Jörg / Böttger, Ernst-Otto:

Createx Workbook

Softcover | 24,5 x 21,0 cm | 196 pages | German / English language

2010 | ISBN 978-3-941656-03-1 **24,95 €**

Airbrush

ASBS DVD-Series #2 – Photoshop for Airbrush Artists



On this DVD Roger Hassler shows the diversity of possibilities for airbrush artists to use digital image processing with the help of Adobe Photoshop. Alongside an introduction of software versions and their differences, simple composing techniques and basic tools are presented. Color optimization as well as possibilities of digital sketching and digital paintings of photo models are shown by examples like an underwater landscape, clouds with hot-air balloons and an animal motif. Roger Hassler describes optional hardware like graphic tablets and explains the printout of large scale motifs in pdf on several pages.

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I am delighted. Again, another product from the Airbrush Step by Step publisher, which is worthwhile.
Amazon reader's review

Hassler, Roger: Airbrush Step by Step DVD-Series #2

Photoshop für Airbrush-Künstler

DVD | Run time: 150 minutes | German language

2013 | ISBN 978-3-941656-11-6 **19,95 €**

ASBS DVD-Series #1 – Wildlife Edition



On the DVD *Wildlife Edition* Roger Hassler shows the creation of the three animal motifs toucan, iguana and tiger in easy to follow step by step instructions. Learn the most important airbrush techniques like loose and adhesive masking, scratching and erasing as well as free-hand work. The whole working process and construction of the motif is explained: the research of the right model, the transferring of the motif and the arrangement of light and shadow, sharpness and blurring effects. See how the structure of fur, feathers and scales are emerging. They are the basis of every animal illustration, so you can easily create your own by using your favorite photo model.

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Great DVD. I have never tried animal portrait because of designing the fur. But now, with this amazing step by step tutorial, I will portray my Irish Setter in airbrush technique. Amazon reader's review

Hassler, Roger: Airbrush Step by Step DVD-Series #1
Wildlife Edition

DVD | Run time: 180 minutes | German language
2012 | ISBN 978-3-941656-07-9 **19,95 €**

Airbrush Step by Step



Airbrush Step by Step is the magazine for all airbrush artists from the beginner to advanced level. It appeals to classical airbrusher and plastic scale modellers, to the body or custom painter as well as professional illustrators. Airbrush Step by Step aims at providing practical airbrush advice and helping readers to improve their skills through creative user tips and basic information.

With Airbrush Step by Step magazine readers benefit from detailed how-to descriptions of all kinds of airbrush illustrations, custom painting, bodypainting and further airbrush use, for any skill level. Read about events and news from the airbrush scene, tips from experts as well as reports on airbrush jobs and projects. The magazine also provides basic information, making-ofs, artist interviews and portfolios and product reviews.

The Airbrush Step by Step website contains a members section which offers extra templates, hi-res photos and videos corresponding to the magazine content. The online service is free of charge.

The German version of Airbrush Step by Step has been published since 2006 and is available at press agents, airbrush and art supply stores, through subscriptions and at the corporate web shop at www.airbrush-books.com. Downloadable e-book versions are also provided. The German version is distributed and read throughout all German-speaking countries. Since 2010 the English version has been available as small circulation of print issues which are supplied by subscription as well as airbrush stores worldwide. English language e-books date back from 2007. In 2013, the English edition was also started as an iTunes / Android app.

Airbrush Step by Step magazine | German edition

4 issues per year (2006-2014)

6 issues per year (from 2015)

ISSN 1863-7426 | 68-84 pages

Local copy price: **6,90 €**

Airbrush Step by Step magazine | English edition

4 issues per year

ISSN 2192-3892 | 68-76 pages

Copy price: ca. **6,90 – 9 €**

Rights sold: Latin America (Spanish)

Bodypainting

Bodypainting Fantasies



Each of Lothar Pötzl's bodypaintings is a complete artwork in itself: Embedded in the self-created or real coulisse, his body art generates a complete staging. His compositions are often abstract, surrealistic and colourful. His occupation as scene painter provides him with a true treasure trove of materials and inspiration. In this imaginative photo volume, Lothar Pötzl presents his work on the topics of material, colour, form and humans. His artworks arise intuitively and without layout drafts. The artist himself even makes the photographs to catch the aesthetics and beauty of the female body in the picture representing his personal style – sometimes subtle, sometimes provocative.

Lothar Pötzl was born in 1950 in Gera/Germany. Painting was his passion as soon as in his childhood. To turn his hobby into his profession he trained to become an engraver and strengthened his painting skills in this free time by visiting a circle of illustrators. Since 1994, he has been working as a scene painter in Gera Theatre which is fairly a true treasure trove of materials and inspiration to him. In the mid 90s the artist discovered the human body as a silver screen and has ever since been anxious to reinforce the aesthetic impression of the natural forms with a paintbrush and an airbrush. Every year since 1998, Pötzl has been self-publishing and selling his body paintings as calendars.

Extraordinary colorful and professional body paintings with harmonizing back drops. I don't know any artist who knows this perfect combination other than Lothar Pötzl. High recognition value and great ideas (not only for body painters). Finally a coffee-table book, that you like to look at over and over again. Printing quality and color brilliance is amazing as well. Highly recommended. Amazon reader's review

Pötzl, Lothar: Bodypainting Fantasies. The Art of Lothar Pötzl.

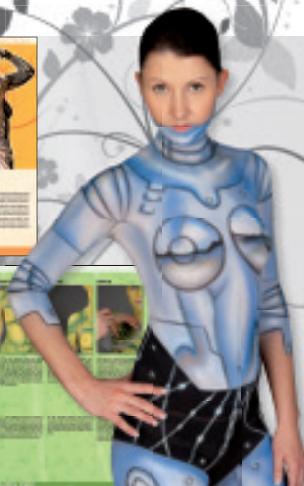
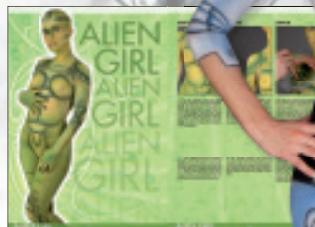
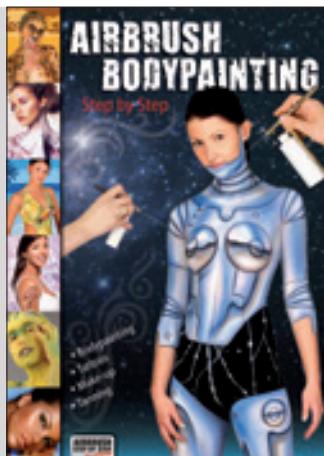
Edited by Hessler, Roger / Steiner, Jürgen

Softcover | 29,7 x 21,0 cm | 96 pages | German/English language

2009 | ISBN 978-3-941656-00-0 **19,90 €**

Bodypainting

Airbrush Bodypainting Step by Step



Airbrush Bodypainting Step by Step offers an introduction into the airbrush technique in body painting and its fields of application such as tattoos, make-up, tanning as well as whole body painting. Stencils and masking as well as soft colour gradients and shadings offer unique possibilities of expression. Following the compact material overview, basic exercises guide your steps on the way to the right handling and help you learn the different airbrush techniques. The step-by-step instructions show the emergence of popular body painting motifs such as the leopard look, bathing suit, a robot or an alien. The artists' gallery and helpful links sparks incentives for your own work.

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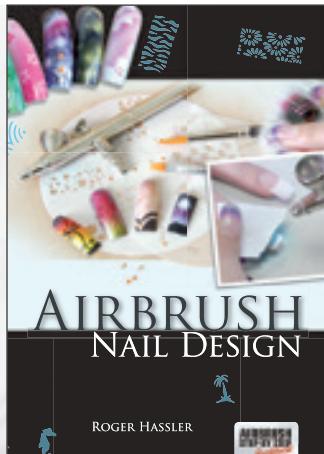
The excellent colour photography is really clear and the step-by-steps are incredibly detailed illustrating effects such as marbling, leopard print and underwear: There is a comprehensive overview of airbrush tools, compressors and paints as well as sections on exercises for beginners, airbrush tattoos, tanning and make-up. The book finishes with an impressive gallery of artists' work and a handy troubleshooting table. Illusion Magazine

Hassler, Roger: Airbrush Bodypainting Step by Step

Softcover | 29,7 x 21,0 cm | 160 pages | German / English language

2009 | ISBN 978-3-941656-01-7 **23,95 €**

Airbrush Nail Design



Space nails, marmoreal design and caribbean island dreams – with the airbrush technique everything can be created on a finger nail. But the filigree technique affords much exercise. *Airbrush Nail Design* introduces nail professionals and hobby nail designer step-by-step into this technique. Starting with the choice of device and material and basic exercises to the design of complex motifs, all steps are explained easily and comprehensively with large pictures. Even practical tips concerning the cleaning of the device, the sealing of the motif and technical problems are considered.

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Very interesting varieties, amazing pictures. Artworks invite to be reproduced, highly recommended! Detailed images allow for easy learning and reworking. Amazon reader's review

Hassler, Roger: Airbrush Nail Design

Hardcover | 20,8 x 15 cm | 64 pages | 2. reworked edition | German language

2010 | ISBN978-3-941656-05-5 **14,95 €**

Rights sold: Italy

Digital Painting

Painting with the iPad



The workbook *Painting with the iPad* by Roger Hassler offers an extensive introduction into digital painting on the touch screen of the iPad tablet. With the iPad, perfect for being creative on the road, you have the possibility to realize your artistic ideas in a large number of painting apps. Roger Hassler gives an insight into the most popular apps and their special features. In addition he presents a diversity of special pens that are compatible with the iPad and its apps. In a selection of different motifs like landscapes, futuristic buildings and animal portraits the author shows the adaption of photo models into a digital painting and how you create your own original artwork in a few easy steps.

Roger Hassler is working as graphic designer in the fields of print and web design in his own studio and publishing house in Hamburg/Germany. He has been dedicating himself to the topics of digital painting and computer graphics since the early beginnings of Commodore C116, Atari ST, Amiga etc. Besides his studies in the 80s and 90s he was working as a graphic artist and, amongst other things, he developed computer games graphics. He published his artworks in his own public domain series as well as in special interest magazines. Until today, he has been an enthusiastic hobbyist in digital painting and is also involved in the art of air-brushing and classic painting.

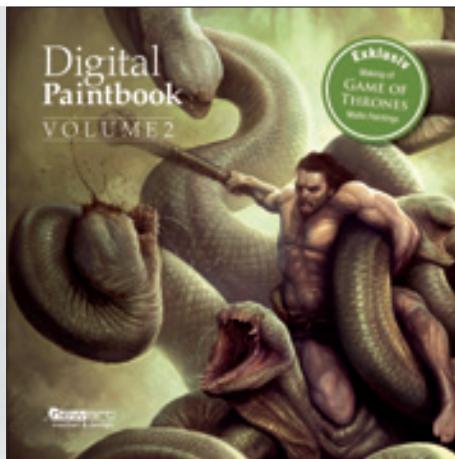
Whoever is appealed by the thought to use the iPad as an image composition medium, is given helpful advice by the book. Even advanced users, who can build on an established workflow, can benefit from some tips from the provided projects. Beyond all this, flipping the pages of this nicely, plenty illustrated volume is already a pleasure. Ct magazine

Hassler, Roger: Malen mit dem iPad

Softcover | 17 x 24 cm | 120 pages | German language

2013 | ISBN 978-3-941656-12-3 **19,95 €**

Digital Paintbook Volume 2



The second volume of the *Digital Paintbook* series provides further impressive and creative artworks, tutorials, tipps and making-ofs. Seven artists show the wide range of techniques in digital art, which go far beyond the borders of digital painting and image processing. Artworks are established from classic pencil scribble all the way to professional digital illustration, by using photo composition techniques as a basis or with the help of 3D rendering in ZBrush and Cinema 4D. Also, painting on the iphone is one of the contemporary digital art techniques. Last, not least, this volume contains an exclusive report about the making of matte paintings for the renowned HBO series "Game of Thrones".

Editor

Roger Hassler

Featured Artists

Ken Barthelmey (Luxemburg), Luis Peso (Spain), Jack Moik (Germany), Younes Bouchlouch (Morocco), Sven Sauer (Germany), Oliver Wetter (Germany), Christian Gerth (Switzerland)

Highly recommended and definitely worth a read. Der Bildbearbeiter Magazine

Digital Paintbook Volume 2

Softcover | 21 x 21 cm | 76 pages | German language
2013 | ISBN 978-3-941656-09-3 **14,95 €**

Digital Painting

Digital Paintbook Volume 1



Digital Paintbook Volume 1 is the first of a book series for concept art, digital and matte painting. It offers a unique presentation platform for artists of the GC-scene and gives hobby artists an extensive amount of inspiration and material for practicing their digital skills. In five tutorials for matte painting, creature design and illustration internationally noted artists show step by step how to create a digital art work in Photoshop, Corel Painter or Open Source Software. An interview, an article for the serial category software-knowledge and the reader's gallery complete this first edition of the workbook.

Editor

Roger Hassler

Featured Artists

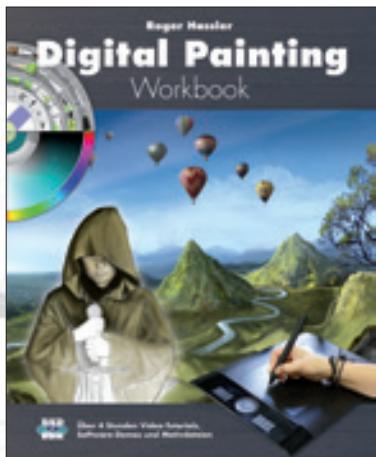
Daniel Czaja (Germany), Joachim Simon (Germany), David Revoy (France), Helge C. Balzer (Germany), Tony Andreas Rudolph (Germany), Bente Schlick (Germany), Oliver Wetter (Germany)

This book offers a good insight into the field of digital painting. (...) Artists can profit from the whole content as a source of inspiration and knowledge, no matter what level they are at. Amazon reader's review

Digital Paintbook Volume 1

Softcover | 21 x 21 cm | 76 pages | German language
2012 | ISBN 978-3-941656-08-6 **14,95 €**

Digital Painting Workbook



Digital Painting offers a huge variety of creative opportunities – from classic sketching or painting like on paper, working with photo references and composition to retouching of traditionally painted artworks. The Digital Painting Workbook provides an introduction into digital painting techniques. It gives an overview on fields of application, requirements in hard and software as well as printing options of digital art. Basic functions of Adobe Photoshop and Corel Painter are described and the focus is on detailed tutorials for digital painting motives such as still life, wildlife, portraits, fantasy and landscape artworks. All tutorials can easily be worked by beginners using almost any painting or image processing software.

Roger Hassler was born in 1972 in Hameln/Germany. He is working as graphic designer in the fields of print and web design in his own studio and publishing house in Hamburg/Germany. In the field of airbrushing he has many years of experience. In his youth he started as a renowned computer graphic artist. Later, he developed his skill in classic painting techniques which led him to the art of airbrushing. He taught himself the technique and quite soon also started teaching other enthusiasts. His photorealistic artworks feature motifs from the fields of fantasy, air planes, science fiction and surreal figural illustrations. For more than 10 years he has been publishing a variety of books, DVDs and magazine articles on airbrushing.

Painting talents and all those, who want to design their works on the computer in the future, are highly recommended to buy the book "Digital Painting Workbook". Roger Hassler gives a superb introduction into the possibilities of digital painting and offers workshops at different skill levels and various topics. Additional video tutorials on DVD prove to be very helpful as an ideal complement to texts and images. Chip Magazine

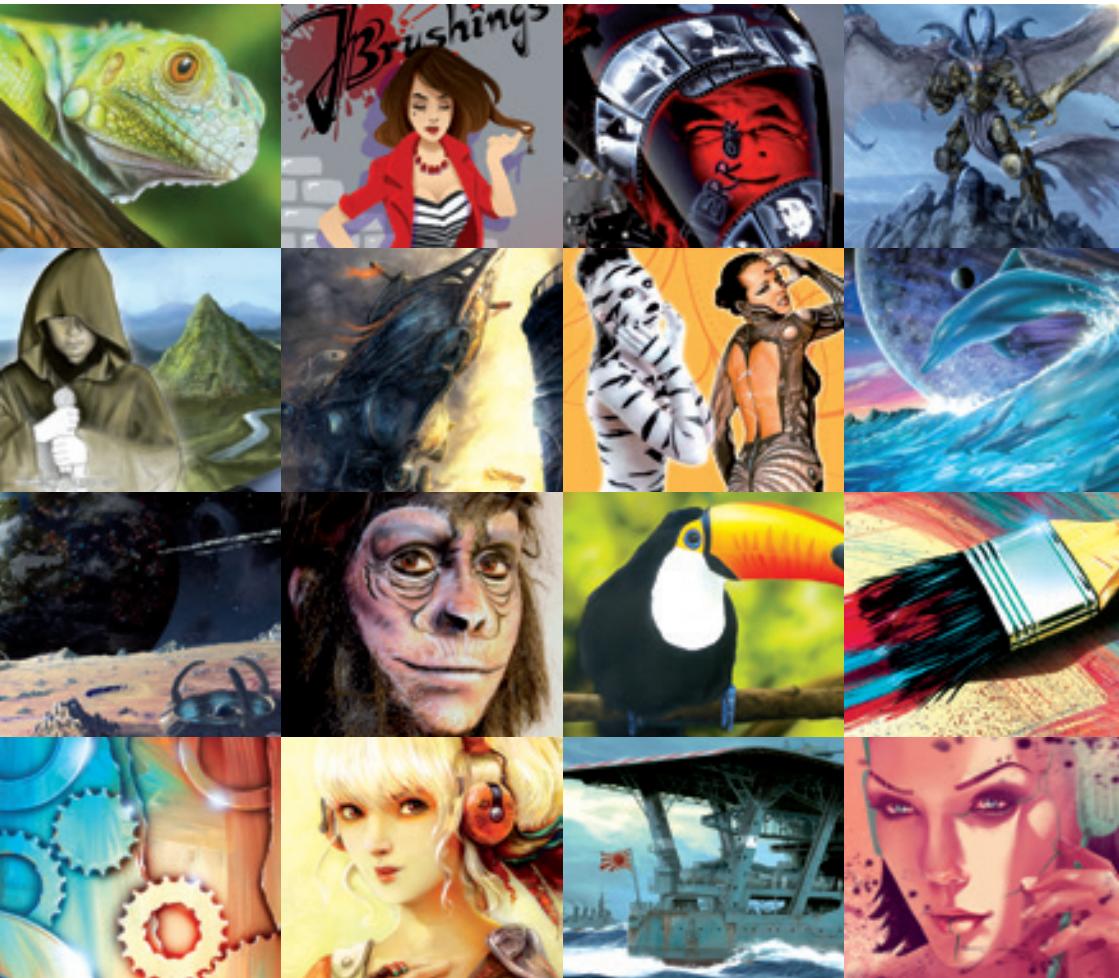
Hassler, Roger : Digital Painting Workbook

Softcover | 24,5 x 19,4 cm | 196 pages | with DVD | German language

2011 | ISBN 978-3-941656-04-8 **24,95 €**

Publisher's Contact

newart medien & design GbR was founded by Katja and Roger Hassler in 2006, offering publishing, design and marketing services. Their publishing program is all about the airbrush technique, illustration, digital and body painting. The company publishes "Airbrush Step by Step" magazine as well as the series "Digital Paintbook" as a successor of "2DArtist" magazine. The book range contains how-to and work books as well as imaginative art books of various forms of art.



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