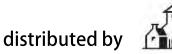


Fall 2019





Penguin Random House PUBLISHER SERVICES

www.searchpressusa.com



Painting Portraits in Acrylic

A contemporary guide to capturing life with colour and vitality **Hashim Akib**

A fantastic, accessible and practical guide to contemporary portraiture. Learn from master artist and author Hashim Akib as he shows you how to produce striking, interesting portraits in your own style.

Key Selling Points

- High profile and active author: Hashim has been featured in a publication entitled 'Painting in Acrylics; The Indispensable Guide', Who's Who in Art. He has exhibited with the Royal Institute of Oil Painters, New English Art Club and Royal Society of Marine Artists at the prestigious Mall Galleries in London.
- Distinctive, contemporary style of portraiture.
- An insight into a master artist's style and techniques, with critical information for portrait artists.

Publicity Plans

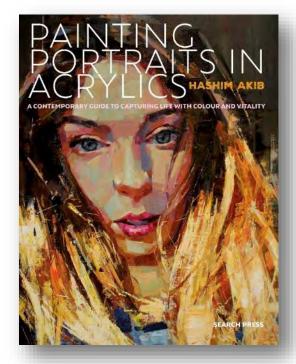
- Press release and book reviews for major art technique magazines
- Review in The Artist

Marketing Plans

- Email marketing to all art and craft stores
- · Featured title for key art independent stores
- Book reviews in Library Journal and Booklist
- Email marketing to schools and libraries



Penguin Random House PUBLISHER SERVICES



ISBN: 9781782215813 (TR) \$22.95 (USA) / \$27.95 (CAN) 8 1⁄2 x 11 in, 128 pages

On Sale Date: 09/10/19









Botanical Illustration from Life

A visual guide to observing, drawing and painting plants **Işik Guner**

A visual guide to beautiful botanic watercolor painting from life for artists. Observe, draw, paint, explore and master this wonderful art under lşık's careful guidance. Being inspired by the nature around you is the first step to becoming a botanical artist.

Key Selling Points

- · Learn how to observe plants in the wild and take live specimens
- Use light and shade to draw your specimens in a lifelike way
- Compose and paint your own beautiful botanical illustrations.

Publicity Plans

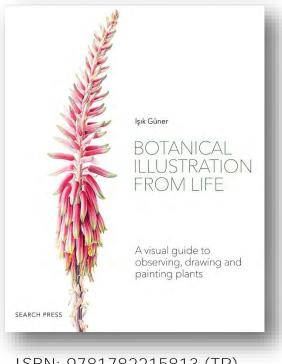
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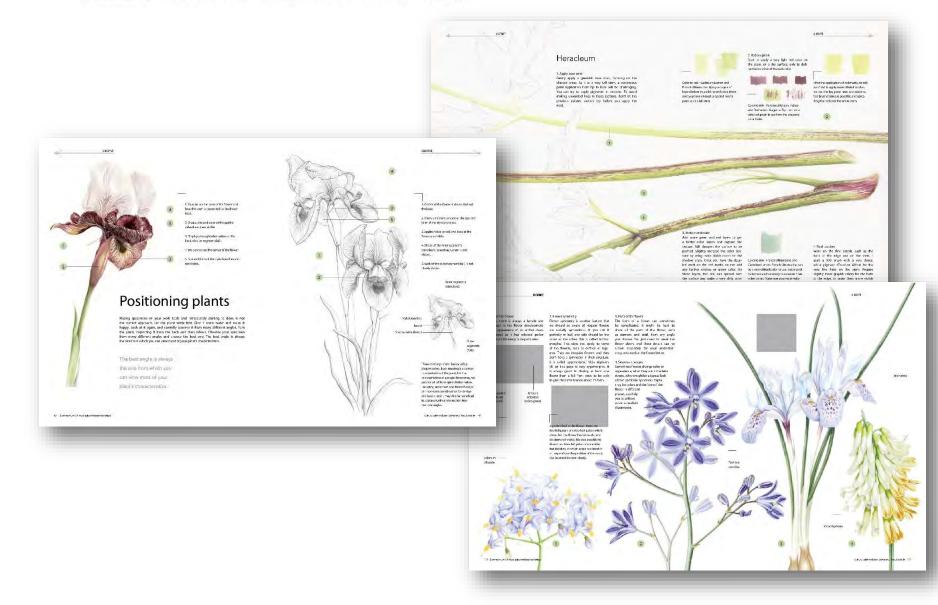


ISBN: 9781782215813 (TR) \$24.95 (USA) / \$29.95 (CAN) 9 11 ½ in, 208 pages

On Sale Date: 11/05/19









Drawing Animals Lucy Swinburne

A new, updated guide to drawing a wide variety of wild and domestic animals by master artist Lucy Swinburne.

Key Selling Points

- Updated edition of one of Search Press's Drawing Masterclass titles, Animals (9781844487721)
- BRAND NEW sections in drawing key features and textures of your favorite animals, plus how to capture them in movement
- 10 step by step projects help you improve your skills
- · In-depth section on materials and mark-making
- Clear and relevant advice on drawing techniques including planning, composition and transposing an image

Publicity Plans

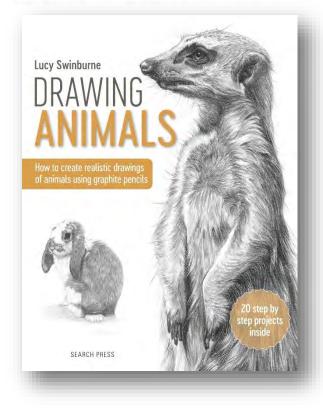
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Penguin Random House PUBLISHER SERVICES



ISBN: 9781782217190 (TR) \$19.95 (USA) / \$23.95 (CAN) 8 1/2 x 11 in, 128 pages

On Sale Date: 11/05/19 First Print: 5,000









A-Z Bird Portraits

Andrew Forkner

Capturing both the delicacy and majesty of his subject, Andrew Forkner's book provides you with all you need to paint a range of bird species in acrylics, taking in birds of prey, songbirds and waterbirds.

Key Selling Points

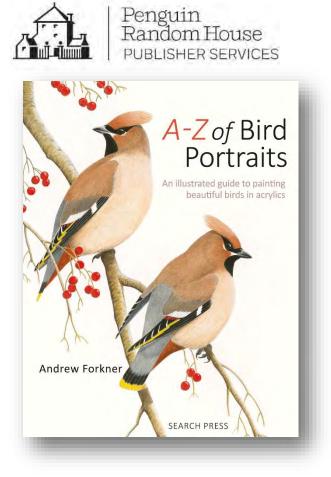
- Twenty-six striking and characterful bird species
- · Clear and easy-to-follow step by step projects
- Includes guidance on composition, reference and important bird features

Publicity Plans

Press release and book reviews for major art technique magazines

Marketing Plans

- Email marketing to all art and craft stores
- Featured title for key art independent stores
- Email marketing to schools and libraries



ISBN: 9781782218173 (TR) \$19.95 (USA) / \$23.95 (CAN) 8 1/2 x 11 in, 144 pages

On Sale Date: 11/05/19





Painting Mood & Atmosphere in Watercolour Barry Herniman

Learn how to invest your watercolour landscapes with character and ambience that will lift them out of the everyday into something extraordinary.

Key Selling Points

- Experienced author tours and exhibits in England, Canada and USA.
- 5 step-by-step projects and dozens of inspirational finished paintings.
- Techniques clearly explained and demonstrated

Publicity Plans

- Press release and book reviews for major art technique magazines
- Review Watercolor Artist

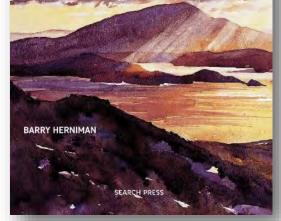
Marketing Plans

- Email marketing to all art and craft stores
- Featured title for key art independent stores
- Book reviews in Library Journal and Booklist
- Email marketing to schools and libraries



Penguin Random House PUBLISHER SERVICES

Painting Mood & Atmosphere in Watercolour



ISBN: 9781782216759 (TR) \$22.95 (USA) / \$27.95 (CAN) 8 1/2 x 11 in, 128 pages

On Sale Date: 11/12/19





COMBINING THE TECHNIQUES

I have chosen these teo pointings to illustrate how the techniques on the preceding pages can come together to produce wherm and pleasing works. It is very easy to overdo the technique side of things and the painting can become over-fussy and fractured, so please use them sparingly.



Surfit Vertex, River Cart, Dartmann 2004 Worm (20 2 Hoc) Vertex To Service 1 Hoc) Hoch Worm (20 2 Hoc) Hoch Work (20 2 Hoc) Hoch Work (20 4 Hoc) Hoch Work (

Clapper bridge, Postbridge, Dartmoor 400 x 400mm (15% x 15%in)

The article section () of the effective of account days et all cycles of Proba (dge on Dartmann the convolution the proposities side where i could capture the backnown in the biologe and the varies i have used macking in the water and account of the captor of the captor can be when the water man chaos all be catability all the dark shadows in one po. The quiet waters in the biology contact capture the start of the captor of the capt



Back in my studio I played around with water soluble coloured pencils, simplifying some of the elements and emphasising others to give a more dramatic slamt to the scene.

> Catching the Light Size: 730 x 330mm (17 x 13in)





Paint Pad Poster Book: Country Scenes 5 beautiful pictures to frame and print Compilation of Search Press Artists

A poster book, an art pad and a step-by-step painting book all rolled into one! 5 beautiful posters to pull out and frame, along with the watercolour outline and stage-by-stage instructions you need to paint each artwork for yourself.

Key Selling Points

- 5 beautiful country scenes to pull out and frame
- 5 illustrated tutorials for each country scene
- 5 ready-to-paint outlines on watercolour paper

Publicity Plans

• Press release and book reviews for major art technique magazines including **Watercolor Artist**

Marketing Plans

- Email marketing to all art and craft stores
- · Featured title for key art independent stores
- Book reviews in Library Journal and Booklist
- Email marketing to schools and libraries



ISBN: 9781782217565 (TR)

\$24.95 (USA) / \$29.95 (CAN)

11 x 17in, 40 pages including 5 pull out posters and 5 pages of watercolor paper

On Sale Date: 12/03/19







STAGE 1

Faire the Bushes

Print express free the tip of the

Let use the grant section of the transmission of the transmission



"USE SIMPLIFIED, SOFTENED SHAPES TO SUGGEST THE DISTANT HILLS."



Paint Pad Poster Book: Flowers 5 beautiful pictures to frame and print Compilation of Search Press Artists

A poster book, an art pad and a step-by-step painting book all rolled into one! 5 beautiful posters to pull out and frame, along with the watercolour outline and stage-by-stage instructions you need to paint each artwork for yourself.

- Flowers are the most popular subject to paint and this book includes the most popular flowers
- 5 step-by-step illustrated tutorials in an innovative, annotated format
- 5 ready-to-paint outlines on provided watercolor paper

Publicity Plans

• Press release and book reviews for major art technique magazines including **Watercolor Artist**

Marketing Plans

- · Email marketing to all art and craft stores
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- Book reviews in Library Journal and Booklist
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ISBN: 9781782217558 (TR) \$24.95 (USA) / \$29.95 (CAN) 11 x 17in, 40 pages including 5 pull out posters and 5 pages of watercolor paper

On Sale Date: 12/03/19 First Print: 10,000















The Paint Pad Artist: Coastal Landscapes 6 Beautiful Pictures to Pull Out and Paint Charles Evans

'This new series from Search Press is simply brilliant and brilliantly simple. Take one look and you'll get it immediately. I just love them.' Henry Malt, Paint Magazine

Key Selling Points

- 6 inspiring coastal landscapes to paint, with step-by-step instructions and Charles Evans' expert hints and tips
- 6 sheets of watercolour paper are included, pre-printed with the initial outline drawing for each project
- Suitable for beginners as well as more advanced artists who wish to improve and practice their skills.

Publicity Plans

- Press release and book reviews for major art technique magazines
- Review Watercolor Artist

Marketing Plans

- Email marketing to all art and craft stores
- Featured title for key art independent stores
- Book reviews in Library Journal and Booklist
- · Email marketing to schools and libraries

THE CHARLES EVANS COASTAL J Đ I **6** BEAUTIFUL PICTURES TO PULL OUT AND PAINT -J D D D -S -SHEETS O PRE-DRAWN ARTIST QUALITY PAPER INCLUDED SEARCH PRESS

ISBN: 9781782217466 (HC - Spiral) \$24.95 (USA) / \$29.95 (CAN) 8 ½ x 11 in, 108 pages

On Sale Date: 11/12/19





SLIGO, COUNTY MAYO

Thus is a lovely, open landscape with gentle hills; the sea merges with the lake to give a feeling of isolation and remoteness.

BEFORE YOU START

YOU WILL NEED 30mm (1%in) flat wash brush, 19mm (%in) flat wash brush, size 8 round brush, plastic card

colours needed h. 19mm Yellow ochre, ultramarine blue, burnt sierna, s round räw umber, light red. Hooker's green



Technique 1: Sucking out clouds Creating clouds in the sky is a very simple technique. To depict the soltness of clouds, however, this technique needs to be applied while the sky is still good and wet. Prevet the sky before laying your sky wash and lift – or suck – out the clouds.



1 Make sure your brush is clean and damp. Work across the paper in a switcing motion, using the side of the bristles to remove the colour of the size leaving the shapes of the clouds.

20

2 Continue the sworling motion until you are huppy with your cloud coverage. To be careful not to push the metal or fertude of your brush into the paper as in will spoil the sufface.

Technique 2: Scraping out rocks with a plastic card sometime an unual too carbo axe to plast ave comineng paineting effect to doored the a plast cont duck as a short one regiver produce effective dock too do not relet to use the exact colours but if or and both - by old grad, who a souch of coalt bloo ones. This effect is also coeffect for suggest posterior on an disturbar.



 Parat in the rock area first, in yellow ochre with a dark mix of raw un obtramarine and burnt sterna over the top, sect mos wet. $2\,$ Hold the flat ofge of the card against the solid wet paint and pull iterross the area, bending the card algolity Leave gas between the senates — this will allow the wet paint to gather in the gass and gave shadows between the model.

Technique 3: Putting in grasses The effect of a clump of passes can be attained easily with the 19mm (Win) flat wash brush. The brand that I use – Date-Roomey Aquatine – has a nice sharp edge to it.



i colthe he

30 Elick up a few individual blades of grass along the left of the path over the top of the stippled foliage areas.







e ultramarine blue into the Hooker's green ni sienna mix.





30



Take Three Colours: Watercolour Lakes & Rivers Start to Paint with 3 Colours, 3 Brushes and 9 Easy Projects Stephen Coates

'I have reviewed a lot of books on painting for beginners but this series is the best to date. Very highly recommended for anybody who wants to learn watercolour painting.' www.myshelf.com

- Progressive beginner's course to painting water scenes in watercolour
- Uses only the bare minimum of affordable materials
- 9 easy exercises develop skills from putting brush to paper to producing beautiful paintings
- Works as a complete course from first steps to beautiful finished paintings

Publicity Plans

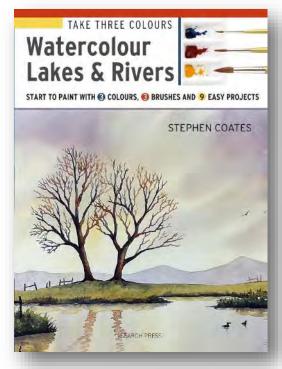
• Press release and book reviews for major art technique magazines including **Watercolor Artist**

Marketing Plans

- · Email marketing to all art and craft stores
- Featured title for key art independent stores
- Book reviews in Library Journal and Booklist
- Email marketing to schools and libraries



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ISBN: 9781782216971 (TR) \$14.95 (USA) / \$17.95 (CAN) 8 1⁄2 x 11 in, 64 pages

On Sale Date: 10/01/19









Watercolour Painting Step-by-Step Jackie Barrass, et al.

Positioning Statement:

A comprehensive guide to watercolour painting that draws on the expertise of seven well-loved artists and includes a wide variety of techniques and styles.

Key Selling Points:

- Fourteen step-by-step projects.
- Contributions from seven well-known and best-selling artists.
- Over 19000 copies of the original edition sold

Publicity Plans:

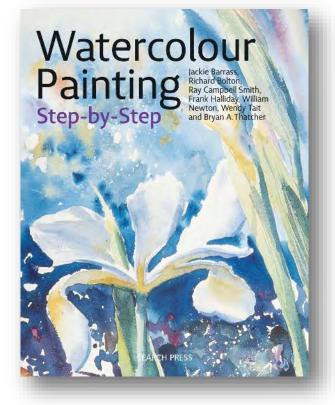
- Press release and book reviews for major art technique magazines
- Review in Watercolor Artist

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- Email marketing to schools and libraries



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ISBN: 9781782217800 (TR) \$16.95 (USA) / \$20.95 (CAN) 8 x 10 ¼ in, 144 pages

On Sale Date: 09/10/2019



A State Spattering Tap a loaded brush

against a finger so that a spatter of fine dots of paint fall on the

paint can travel a long way.

with masking fluid to create speckled highlights.

Alternatively, use the tee



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Other techniques



Masking fluid This is very Scratching out This technique is effective for masking our intricate areas that would be hard to paint useful for creating the fine lines of a tangle of undergrowth, or for graining a piece of wood. Wait until the paint is nearly dry and around, especially when applyin a wash, where speed is essential. To remove it, simply rub it away then scratch out the lines with a with a soft erases sharp penknife or razor blade.



Ox gall This is a wetting agent Salt Salt sprinkled over a wet that helps washes run mo surface can have a spectacular effect. As the salt dissolves, a smoothly. It is useful for painting wer-into-wet effects: the paint speckle of white dots develop. Its tends to flow away from the point of application and create effects are rather unpredictable, and are best used in free-flowing, unusual patterns. imaginative washes.



Rubbing out A useful way of adding gentle highlights. Simply rub away with an eraser. You can use it against the edge of a ruler to paper tissue. However, take care give a straight line of highlight. not to create a muddy mix.

28

Dabbing Dark areas of colour car

Split brush This technique is he made more interesting hy dabhing them with a sponge or ery useful for developing foliage.

Wax resist When a candle is

textured areas on tocks or tree bark. An effective but

unpredictable technique

Cutting out Very effective for

creating fine white highlights, such as in river scenes where a

fine shaft of light curs across the

water. Cat two lines close mgether, then carefully scratch

away the strip between the cuts.

rubbed on the paper, it forms a resist that causes the paint to head. It is useful for creating

Press a brish into the palette to splay out its bristles, then dab the paint on to the paper

Imprinting Paint can be picked up and transferred to the painting by way of dabbing with a sponge or tissue to add textural qualities.

highlights on water



Overpainting This technique (using opaque colours) must be applied sensitively to work well – if opsque colours are worked indiscriminately, the wonderful quality of watercolour will be lost. Here Richard Bolton uses two opaque colours, Naples yellow and Chinese white, which he mises with the transparent colours. Overpainting is very useful for areas of foliage and grass, where the delicate tapestry of leaves can be suggested by stippling with a fine brush. For larger areas, overpainting with the split-brush technique can be very effective.



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Overgrown Gateway Richard Bolton Bager 2-3 All the step-by-step photographs in this book feature the authors demonstrating how to paint using watercolour. No models have been used. Sunset William Newton

Page 5 Irises Wendy Tait

Printed in Malaysia

Publishers' note

Front cover Chrysanthemums and Honesty Jackie Barnas

Roses Backlit Lily trices

Buildings 96 Chapel at Last Light Flowers 112 Daffodils and Catkin.

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Trees 60 Old Oak Tree Farly Morning Country Lane

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Acrylic Painting Step-by-Step Wendy Jelbert, Carole Massey, David Hyde

Positioning Statement:

This comprehensive, go-to guide to acrylic painting provides in-depth teaching and expert advice from three successful acrylics artists. It includes a wide variety of styles and subjects, with 10 beautiful paintings explained using clear, step-by-step instructions and photos.

Key Selling Points:

- Includes expert advice from three best-selling authors.
- Original edition sold over 27,000 copies worldwide.
- Includes ten step-by-step projects.

Publicity Plans

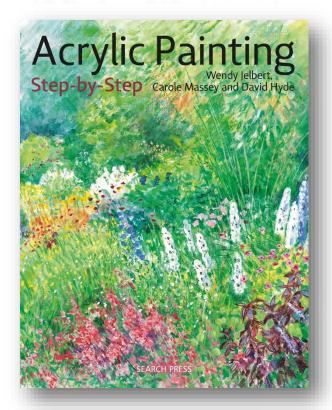
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ISBN: 9781782217817 (TR) \$16.95 (USA) / \$20.95 (CAN) 8 x 10 ¼ in, 144 pages

On Sale Date: 10/01/19





Flower shapes & drawing

Though these is an emphasis on painting at this book. Jeanse necessration: the imperative of dowing, Accurate observations, additional proposed and the second second second second second second approve a finished pairing. Alternative down detection was not second second second second second second second second proposed second second second second second second second dependence on the second second second second second dependence on the second second second second second below provements and second s

Is being or dreveen one post and the men. – which will help you to share be the mere precisely. The present of the second second



Round Simplify these chrystathermon hands by thinking of them as a sets of ches, turning counds a any low the slower. The pattern and centre of these flowers form sets of concernite dirths—white when stweets flower here as so not flab out low in the centusobserve and halfy how the clause change. as hope.

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Trumpers The analysis days diversify grade or object and the tweets a speak or object and an the tweets a speak or object and and speak or object and and and and and the object and and and and and and and the object and t



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Step-by-step

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Seascape 136 Step-by-step





Drawing & Painting Wild Animals Vic Bearcroft

Award-winning animal artist Vic Bearcroft presents his versatile and complete guide to all aspects of drawing and painting cats. From your first pencil sketches to breathtaking finished artworks in a variety of popular and more unusual media, Vic shows you how to capture the elusive magic of cats both big and small

Key Selling Points:

- Step by step direction from leading wildlife artist Vic Bearcroft
- Learn to draw animal portraits full of character

Publicity Plans

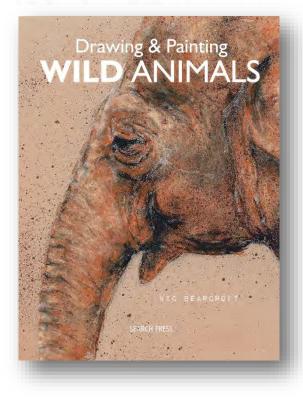
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ISBN: 9781782217879 (TR) \$19.95 (USA) / \$23.95 (CAN) 8 1⁄2 x 11 in, 128 pages

On Sale Date: 11/19/19





Pastels for the Absolute Beginner Rebecca de Mendonca

Learn how to start to work with pastels and achieve outstanding results

Key Selling Points:

- Ideal starting point for any aspiring artist and brilliant introduction to a new medium for an existing artists
- Great to sell alongside pastels and surfaces
- Simple, approachable and achievable

Publicity Plans

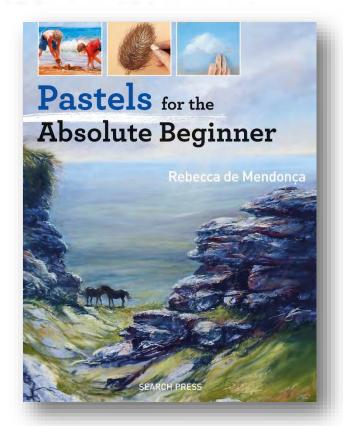
 Press release and book reviews for major art technique magazines

Marketing Plans

- Book Review in The Pastel Artist
- Email marketing to all art and craft stores
- Featured title for key art independent stores
- Book reviews in Library Journal and Booklist
- Email marketing to schools and libraries



Penguin Random House PUBLISHER SERVICES



ISBN: 9781782215639 (TR) Price (USA) \$19.95 /(CAN) \$23.95 8-1/2 x 11in, 128 pages

On Sale Date: 11/12/19





Understanding tone to develop your drawing

Grades of pastel and tonal landers Tanal ladders on mid tone grey pape in resonants roters to now work or der scornetting is. An en now go rach carry or working in back and other back with now go rach carry or working in der side of states to arces, and by getting to know hew they behave, yes 100 CONCERSION OF



The streng grap, include an and the second s

.70









Toby

There is no getting away from the fact that portraits are challenging; but they are also rewarding. This short demonstration uses the techniques you have learned through the book.

I like to use Conté crayons for the early stages, as they can be rubbed out easily with a pencil eraser. This means I can work freely without having to worry that it is exactly right. They also make a great base for using soft pastels as subsequent layers.



Source photograph The reference photograph has been taken straight on to make the panting as simple as possible.

1 Sectional the main doce arous 2 The next layer is again mode with Certé crayon: this time a medium out with a dark brown Conté crayon, thinking of form and shadow is well one, warm other. In places lide over k for areas of John and the barker brown, only smudge in't worry too much apout it this stage. Aim to slighty, as length working quickly to find the form. eneral share and in m

You will need:

Simo poper terrenth Festels [fest]

Conté d'ayons: Dane brown ourre ocher and croiters

Please supply list of pasters

3 Looking for the lights, reads, light eream Certé ereayon. Not ce fow the nose, mouth and chin are a sories of Lights and duries. The most carticularly is described with tone. The top lip to dark, light of other the ower bo, then there is a dark shadow under the lower lip, then light catches he iteshy area of the chim then there is a deep dark under the chin. There is no line around the lips, they are simply part of a larger fleehy area. The form is more important then the

revident kertures.



4 Liner work into that straffeld, with soft pasts is applied in layers. I start to smudge with my Engentic capture, the self smoothness of skin, By smudging my opaque, lighter fissh ones over the darker, interse Cent cravons. I can create skin that has depth as well as smooth uses and Justre, For more information about smudging techniques, .cok at page XX These used very dark Denté areyonal to define the eyes, and shadows in the mouth.





Landscare nainting is a huge subject, so to make it simpler. I have divided it Landscape painting is a huge subject, so to make it simpler, in and swood at its aspective, search new looking at specific subject matter. An important thing to emember is that the landscape changes constantly depending on the warder coaditions, the time of day and the times of the year. So we are not just capturing the shuctures that we see, we are also trying to tell the verver what the atmosphere is. We looked at ways to mix colour to create armosphere and distance in the Colour section. We are now going to focus on how to change our mark making to draw the features and forms of the landscape.



The finished portrait.

131 and the second s





Beginner's Guide to Screen Printing 12 beautiful coastal-inspired printing projects with templates

Screen printing is made accessible in this beautiful step-by-step guide featuring twelve projects.

Key Selling Points

- Author Erin Lacy, known for Pick Pretty Paints, demonstrates new ways of achieving great screen printing
- Make your own frames from simple materials found at home
- Features twelve projects complete with templates and full instructions

Publicity Plans

- Press reviews and features in craft magazines
- Feature projects in blogs with 10K community members
- Advance promotions and reviews in Craft blogs and sites

Marketing Plans

- Email campaigns for libraries, schools and craft stores
- Book reviews in Library Journal and Booklist
- Goodreads feature title independent stores



ISBN: 9781782217244 (TR) Price \$15.95 (USA) / \$19.95 (CAN) 8 x 10 ½ in, 96 pages

On Sale Date: 10/15/19







You can now use your exposed hoop screen to print onto a textured surface. In this project, we will be using the hoop screen to print unique, bequote cork coasters. This project will help you develop your skills in printing with a hoop screen. It will also give your an idea of how simple it is to customize different objects and adapt your printing method to sait the printing surface, depending on its trickness, for example.

The processes on the following three pages can be applied using any of the leaf motif templates on page 102 to create beautiful, hypered designs. If, after you've printed the coasters, and the bunting on pages 34–37, you want to take these projects one step further and print onto a larger surface area, why not try printing not core hyperential' These can be a great way to transform a simple table setting.

You will need: ->

4-12 Zm (sin) tembos embodsey hoop mountal
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Craft knife
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 Som(1,27) ozech fabric printing part in Butter
 Krafts Green: Violet, Mist and Comflower shades
 (Pick Pretty Paints)
 Sponge dabber







1 Place your coaster on the foam board and draw around it, using a ballpoint pen. 2 Place the foam board on the cutting mail. Cut out the circle with a craft kinfe to make a hole the same size as the coaster.

incle with a the same The purpose of keep the print flat as possible

-



The Forest Woodworker A step-by-step guide to working with green wood Sjors van der Meer and Job Suliker

Immerse yourself in the ancient craft of green woodworking by making the tools you need as well as nine useful objects.

Key Selling Points

- Taps into the current trend for learning traditional skills.
- Inspirational as well as instructional.
- Authors teach you how to make the tools you need as well as nine useful objects.

Publicity Plans

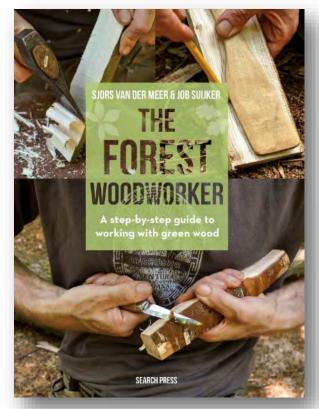
- · Press reviews and features in craft magazines
- Feature projects in blogs with 10K community members
- Advance promotions and reviews in Craft blogs and sites

Marketing Plans

- Email campaigns for libraries, schools and craft stores
- Book reviews in Library Journal and Booklist
- Goodreads feature title



Penguin Random House PUBLISHER SERVICES



ISBN: 9781782217367 (TR) \$24.95 (USA) / \$29.95 (CAN) 7 1⁄2 x 10in, 176 pages

On Sale Date: 08/13/19









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BIRCH (BOULEAU, BIRKE, BERK) Botula ponsialo, Betula pabescere

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er word an kech can be used in many different scope. The wood to excellent for making small furniture, cooking utenally and aproven. The bark is used for

also very good for starting a Fre as 4 contains on only

THREE LEGS, A DISC AND A COUPLE OF HOLES Budage according how a significant would be pair of four physical servers from a depicture. Simply pair, you doll draw homes that a first and according to one of the logg with the cases denotes as the served

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Wood characteristics bench wood a hard, heavy and heals closed and healst-class. The wood has got intropretable on all face, There is an alternets between assumed and heartwood, Baleth we odi a not suitable for making garden furnitians. The wood can be split

> Greenwood use, beech wood can be used for furniture but olio. In through the tool tandles, weitget and harmenheads and for orthose stands like spatulas. process and leasts It is prost free









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Mabel Bunny & Co. 15 Loveable animals to crochet using chunky yarn Claire Gelder

Perfect book for beginning to experienced knitters who want to create beautiful, cuddly animals with creative knitted patterns.

Key Selling Points

- Instructions are included to make both the full-and mini-size versions of Mabel Bunny and her friends
- Crafters need just basic crochet skills to make these chunky yarn loveable toys
- Author Claire Gelder is owner of Wool Couture Dragon's Den funded knitting and crochet company. She is a media superstar

Publicity Plans

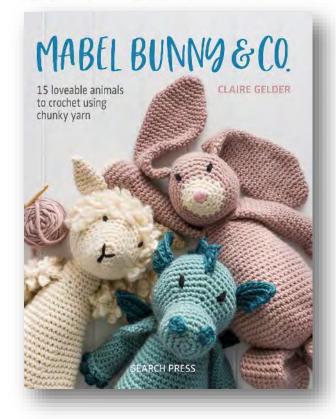
- Press reviews and features in knitting and crochet magazines
- Feature projects in knitting and crochet blogs with 10-50K community members
- Advance promotions and reviews in Craft blogs and sites

Marketing Plans

- Email campaigns for libraries, schools and craft stores
- Book reviews in Library Journal and Booklist
- Goodreads feature title



Penguin Random House PUBLISHER SERVICES



ISBN: 9781782217336 (TR) \$19.95 (USA) / \$23.95 (CAN) 8 1/2 x 11 in, 128 pages

On Sale Date: 10/01/19





MABEL BUNNY & BABY



DIFFICULTY LEVEL: 105 Size: Aoprox. 65cm (25%in) tall: baby's approx. 30cm (12 n) tall

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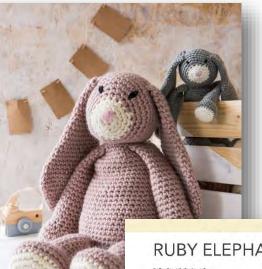
TOOLS & MATERIALS

LARGE BUNNY Three calls of super builty (super chanky) mening year in mesk (A): 200g/142yd/130m 200g/142jdf/30/h + 100g of subscripting student chunky) metine yam in natural cream (B) 20g in besy pink (C), oddmort in block (D); 200g/142jdf/30/h http://discuble/10/h + 8mm (US 11, UK 0) crochet nook ▶ 60g toy en.∰isg
 ▶ Stitch marker MINE BUNNY F Three culk of light worster (DK) metrodarcy is yam in gety (A), 50g/78yd/90m Dodrate of Tight worstep (DK) mathovacry is yern in black (B); 50g/98yd/90m
 3.50g/98yd/90m
 3.50m (US 4, UK 9/10) stochet south ► 80g toy stuffing

▶ Tapesty needle

38 (23)





RUBY ELEPHANT

PATTERN INSTRUCTIONS

50

Body Round 1: Loing yet n A, make a magic ring and work 6 set (UK de) into the ring (6 st). Round 2: (2 se (0K de) in next st) six times (12 sts). Round 3: (1 se (0K de), 2 se (0K de) in next st) six times (12 sec). 118 stat. Round 4: [2 sc (UK dc), 2 sc (UK dc) in hext st) six times. 124 sca 124 stat. Round St [3 at (OK dd), 2 st. (UK dd) in next st) six times (30 sts) 200 stat. Round &r [4 at: (UK cld), 2 ar: (UK cld) in sport st] size times. 124 cm) Round 7: 15 sp (UK old, 2 sc (UK del in reat st sis times Round B: (6 so (0W dd), 2 so (0% dd) in next st) six times Round 9:17 sc (bit de), 2 sc (DK det in heat st) six times Round 10: '8 st (UK do), 2 so (UK do) in next st six times 50 stst. Round 21: so (UK uct in each st around. Round 22: (8 or (UK uct in each st around. St arg.)

TOOLS & MATERIALS These calls of super-bulky (super-chunky) merino yarn is grey (/); 200g/1/2yd/130m 20g of super bulky (super chunky) maine yamin manadi premi (B), 20g in baby pulk (C), oddmant in clask (D); 200g/142yd/130m
 30m (LS 11, UK 0) crechet hook ▶ 200g toy sulling h lapestry noco e

The share of the set (30 stal). Round 36: 3 or (UX do), 1 solatog (UK dolatog) six times 124 stat Round 37: [2 st. (UK dc), 1 sr2tog (UK dc2tog)] six times (18 std) Stuff cody. Pasten off leaving a tail of yarr for seeing on the beer.

Difficulty Level: #34%

Size: Approx. 70cm (27%in) tall





Sarah Payne's Quilt School

A beginner's guide to quilting and patchwork Sarah Payne

Beginners will love to step into Create and Craft TV star Sarah Payne's sewing room. Learn to make distinctive quilts and home goods that easily fit your modern lifestyle.

Key Selling Points

- First title by popular TV quilting demonstrator Sarah Payne.
- Back to basics start from scratch and learn from the expert.
- Create beautiful projects to keep or give as gifts.

Publicity Plans

- Launch at Quilt Market Houston AUTHOR DEMO and BOOK SESSIONS
- Author feature in American Patchwork and Quilting (circ. 70K+)
- · Press reviews and features in sewing and quilting magazines
- Featured projects in quilting blogs
- Advance promotions and reviews in Craft blogs and sites

Marketing Plans

- Email marketing to libraries and key accounts
- Advertising in key craft magazines
- Book reviews in Library Journal, Booklist and key sewing and embroidery magazines



Penguin Random House PUBLISHER SERVICES

SARAH PAYNE'S QUILT SCHOOL

New ways to start patchwork and quilting



ISBN: 9781782217305 (TR) \$19.95 (USA) / \$23.95 (CAN) 8 1/2 x 11 in, 128 pages

On Sale Date: 10/01/19





FRENCH BRAID TABLE RUNNER

LESSON 2

This technique is a fun and first way to create a sturning French braid for use as multiples in a qu'it or singularly as a table numer. It is simple to construct but looks anything but! It is called a French braid because it resembles the braiced Fainstyle of the same name. This table runner measure 67% n long and 11% nixele but you can make in shorter simply by edepting the number of strips you use.

You will need: • Reb th guarder of an jet y cill (Dhinwelle emps) • Full granter of an internating fative • Stem of the right gath r • Welding to the Ar Nin Sepport. Stem) • I'm of based university on have were wide back nig where you will only need Stem)

You will need:



Cutting instructions





fysu are using a je yroll you vill
 arkedy have 35 k-ong strots it you are
 uning fat quarter you ani ment to packet. These need to be kept in pairs
 fane Zimwakits strips from sock of your
 fane oblaws

3 From your contristing fabric, out 290 revise strips, and then out these into 290 r squares. You will need one square for each pair you have out.

You will need:

You will need: • lightfare girdhon forty-eight charm pack precession sources, or here we prices of a layer currer (din separate e sources) ining fabric • source in wadding footional



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4 To make this table need twenty pars of

and twenty 29 in sou from your contrasting I 995in source and out it then out one piece in smaller triangles to one

SIMPLY SQUARES SHOPPING BAG

Now we have not all our too sheeds in 8 time to start making. San we note got of controls is stating, for an a tradition making this is note project to start with. Not only is it simple to create and possible to make in a day, bit is very useful angle to ask with you next time you go bain dargong by the can use a start make or simply out you next time systems. For the project There used a layer or expenses of models of the Physics systems. and Friends' by Jendy Clare, produced by Medic he finished dag is 18in square.



Cutting instructions

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Sum: 6 × 8 - 48

1 Aronges aleen opasse it a bran morphoseard percentiol losi revero four equates alter using between light and derofabrics.

2. See the shock registrer a row of a mine the second section of the finishes the short of the transmission of the second towards he short of the second towards he deriver their of the second towards he deriver their second towards he deriver the second towards he deriver towards and sevulating a Kin seam along one side. Then ado the next square and sevul to the last one.







4. See the result the initial resource way but here. It is easing in the deposite direction to the firm two if your re-atennating basesen light and cark scuare there they all initially be pressed in opposite directions.

5 Contrue until all form rows are seen andposed

now trike the first man second lows and provide them right access opplicat, matching up are express to counter you have proceed the second in roughoute directions they should provide accession accession to prove pression.





29



Fair Isle Knitting The Ultimate Guide Monica Russel

The definitive book to learning Fair Isle knitting by expert knitter, teacher and founder of The Knit Knacks, Monica Russel, featuring 60 pattern swatches and beautiful, practical projects to test your new-found skills.

Key Selling Points

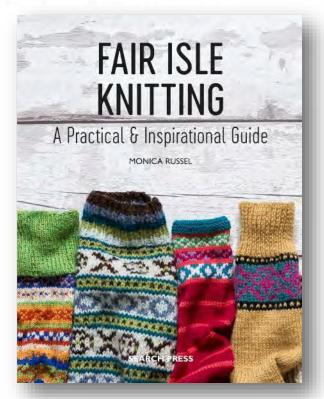
- Definitive guide to super trendy Fair Isle knitting by expert knitter, teacher and founder of The Knit Knacks, Monica Russel
- Step-by-step section reminds knitters of the essential stitches as well as providing the key techniques to creating Fair Isle patterns, accompanied by clear photographs and side-by-side text
- Three different types of Fair Isle designs are covered borders, peerie and modern animal motifs in a stunning collection of pattern swatches, each including a photographed sample, a chart with corresponding written instructions and a colour variation
- Each group of Fair Isle patterns includes a selection of projects for you to make from a simple hat, a cushion, a bag, a shawl, a jumper and much more

Publicity Plans

- · Press reviews and features in knitting and crochet magazines
- Feature projects in knitting and crochet blogs with 10-50K community members
- Advance promotions and reviews in Craft blogs and sites

Marketing Plans

- · Email campaigns for libraries, schools and craft stores
- Book reviews in Library Journal and Booklist -Goodreads feature title

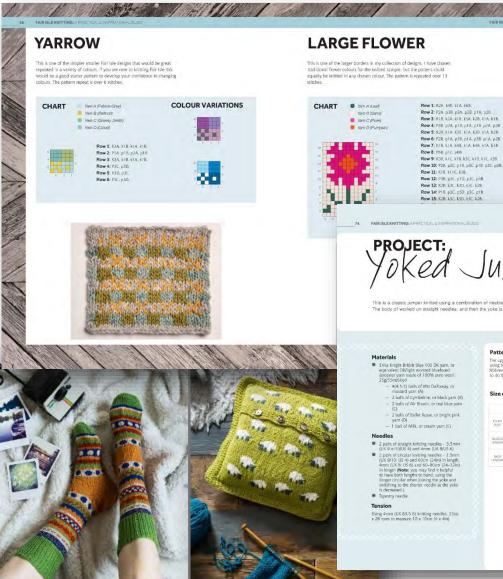


ISBN: 9781782215806 (TR) \$24.95 (USA) / \$29.95 (CAN) 8 1⁄2 x 11 in, 144 pages

On Sale Date: 11/05/19







PROJECT: Yoked Jumper

This is a classic jumper knitted using a combination of neutral and vibrant colours The body of worked on straight needles, and then the voke is worked in the round.

Pattern Note

The upper back is shaped with short rows using the wrap and rum method (w&t). See Abbreviations' on page 39 for instructions on hog to do this.

Size	chart	

		S	м	L	XL
TO FIT BUST	C/4	81-06	91-97	802-107	110-1(7
		32-34	36-38	40-42	44-40
SLIDEVC LENGTH	CM	64.5	44.5	44.5	45.5
		17)	174	174	18
BACK	CNA-	55	56	58.5	60
	74	212	22	23	234

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Beginner's Guide to Tunisian Crochet With 10 modern projects for you and your home Emma Guess

Learn how to do Tunisian crochet and make 10 fabulously stylish projects for you and your home

Key Selling Points:

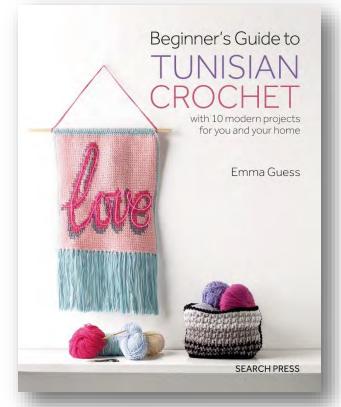
- Includes basic stitches and techniques, plus stitch and colour combinations to produce unique textures
- 3 projects to practice the basics, plus 10 more beautiful and stylish projects to make
- Step-by-step photography and beautiful styled shots to show off the gorgeous items

Publicity Plans

- Press reviews and features in knitting and crochet magazines
- Feature projects in knitting and crochet blogs with 10-50K community members
- Advance promotions and reviews in Craft blogs and sites

Marketing Plans

- Email campaigns for libraries, schools and craft stores -Book reviews in Library Journal and Booklist
- Goodreads feature title



ISBN: 9781782216667 (TR) Price: \$17.95 / \$21.95 CAN 8 1/2 x 10 1/2 in, 96 pages

On Sale Date: 10/22/19







Grim US J/10 Tarialan crachet book Snikgraute

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Quick and Easy Knits 100 Little Knitting Projects to Make Search Press Studio

Quick and Easy Crochet 100 Little Crochet Projects to Make Search Press Studio

100 little fun and simple crocheted and knitted gifts to make from bestselling Search Press authors.

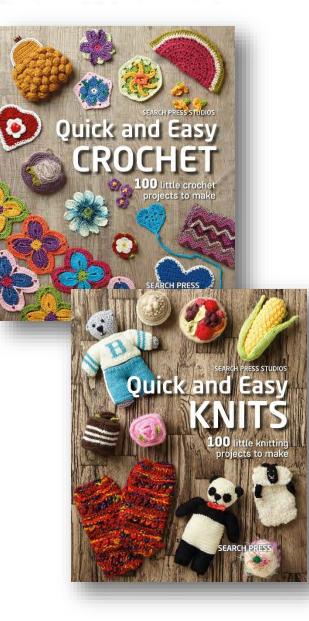
- Projects collected from some of the 20 to Make books for knitting, crochet and sugar craft (total sales over 2million worldwide)
- Amazing value, with 100 projects from best-selling crochet authors
- Wide variety of projects for special occasions, accessories and gifts
- Materials easy to obtain and inexpensive

ISBN: 9781782218029 (Knits) / 9781782218036 (Crochet) Price: \$15.95 US/ \$19.95 CAN 7 1⁄2 x 9 1⁄4 in, 240 pages, FLEXIBACK

On Sale Date: 11/5/2019



Penguin Random House PUBLISHER SERVICES











WATERMELON

Materials Notions. 1 hall each of worstad weight flight and yan in deep nave (8), while (8) and green (5), 300g/220yt/200m Acoros 111 s small black bead Alf-in (Dom) zie See Hook: 4.5mm (US 7, UK 7) orachet hook

Instructions:

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 Instructions:
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at into second ch at begin traund (30 and) Round 5 2 mit boomt isi a hot (MAPPT) (1 hot (MAPPT) in med 2 stat. 2 hot (MAPPT) in med rate. - 1 hot (MAPPT) med 3 stat. 2 hot (MAPPT) in med 7 ats. et al. (MAPPT) ats. 1 hot (MAPPT) in med 2 stat. et al. et mos second ch at. begin traund (3) ats. Round (3.2 hot incurr as 1 hot (MAPPT), 1 hot (MAPPT) Haking up Weave in ends. Fold purse in half and strich for 2in (Screll up each side, insert the zio in next 2 stal. 2 hdc (LANer) in next st, +2 hdc (LANer) in next 3 stal. 2 hdc (LANer) in next st, rep from + to last st. 1 hdc (LANer), si st into second ch at beg of round





CHERRY BLOSSOM



Making up Join the petals at the centre, inser securing them with a few stuctes

179





The Build A Bag Book: Backpacks

Sew 15 Stunning Projects and Endless Variations Debbie Shore

All you need to create 15 stunning backpack designs, using the two reusable plastic templates and the accompanying book.

Key Selling Points

- Contains 2 plastic templates that are durable, reusable, wipe-clean and simple to position and use there is no need to pin them
- 15 step-by-step projects, explained using Debbie's trademark style and photography, along with a techniques section and a guide to using the templates
- Debbie is a bestselling author: she has sold over 400,000 copies of her books; there is an appetite for her bags - Sew Brilliant Bags (9781782212560) has now sold over 23,000 copies

Publicity Plans

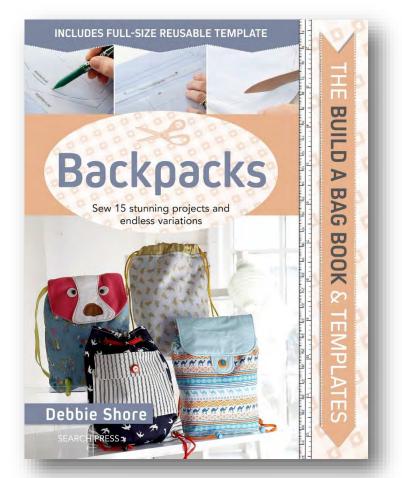
- Press reviews and features in sewing magazines
- Feature projects in sewing blogs with 10-50K community members
- Advance promotions and reviews in Craft blogs and sites

Marketing Plans

- · Email campaigns for libraries, schools and craft stores
- Book reviews in Library Journal and Booklist
- Goodreads feature title



Penguin Random House PUBLISHER SERVICES



ISBN: 9781782217671 (HC)

\$24.95 / \$29.95 CAN, 8 ½ x 11in, 96 pp book in hardback folder with 2 full-size plastic templates On Sale Date: 11/19/19









The Build A Bag Book: Satchels

Sew 15 Stunning Projects and Endless Variations Debbie Shore

All you need to create 15 stunning satchel designs, using the two reusable plastic templates and the accompanying book.

Key Selling Points

- Contains 2 plastic templates that are durable, reusable, wipe-clean and simple to position and use there is no need to pin them
- 15 step-by-step projects, explained using Debbie's trademark style and photography, along with a techniques section and a guide to using the templates
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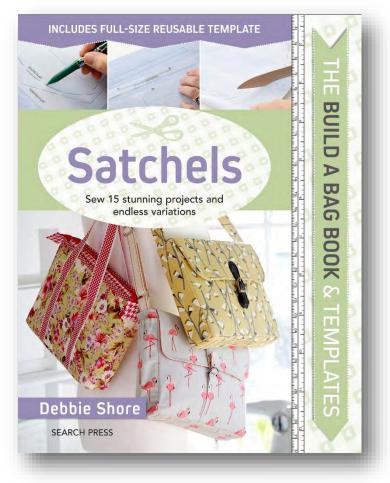
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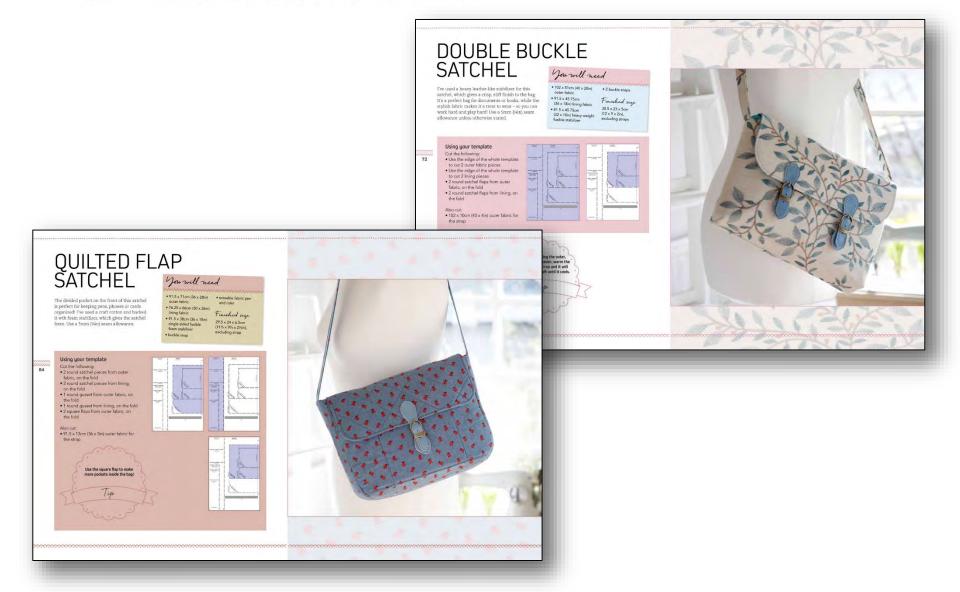


ISBN: 9781782217688 (HC)

\$24.95 / \$29.95 CAN, 8 ½ x 11in, 96 pp book in hardback folder with 2 full-size plastic templates On Sale Date: 11/19/19









Stitched Textiles: Seascapes Amanda Hislop

Exploration is at the heart of this book, in which Amanda Hislop reveals the skills and processes she uses to make her incredible textile seascapes.

Key Selling Points

- Amanda Hislop's exciting and explorative techniques revealed and her methods explored.
- A practical and inspiring guide to producing textile seascapes culminating in four incredibly step by step projects.
- A fantastic source for ideas and wonderful must-have reference book for all textile artists, whatever their skill level.

Publicity Plans

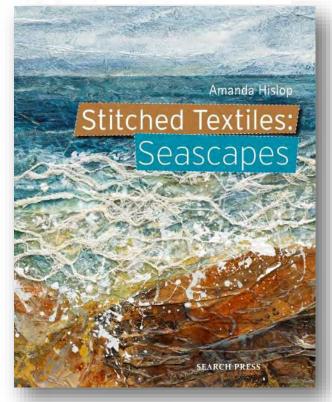
- Press reviews and features in embroidery and needlecraft magazines
- · Featured projects in embroidery blogs
- Advance promotions and reviews in Craft blogs and sites

TI Marketing Plans

- · Email marketing to libraries and key accounts
- Advertising in key craft magazines
- Book reviews in Library Journal, Booklist and key sewing and embroidery magazines



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The Art of Annemieke Mein Wildlife Artist in Textiles Annemieke Mein

A collection of astonishingly skilled textile artworks combining fabric, stitching and paints with hand and machine embroidery

Key Selling Points

- Features 60 three-dimensional textile artworks of incredible detail
- Demonstrates techniques such as hand and machine embroidery, dyeing, applique, trapunto, quilting, pleating, felting, beading, weaving and plying
- Shows how textiles can be used as an exciting sculptural medium.

Publicity Plans

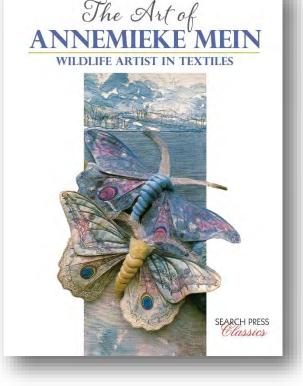
- · Press reviews and features in craft magazines
- Feature projects in blogs with 10K community members
- Advance promotions and reviews in Craft blogs and sites

Marketing Plans

- Email campaigns for libraries, schools and craft stores
- · Book reviews in Library Journal and Booklist
- Goodreads feature title



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Painting on Pottery 22 modern colourful designs Tania Zaoui

Take plain pottery and make it your own with inspiration from these beautiful modern designs - using a home oven!

Key Selling Points

- Easy to make using paints, pottery and a domestic oven
- Transform plain pottery items with beautiful, inspirational and contemporary designs
- Uses simple techniques, clearly explained.

Publicity Plans:

- Press reviews and features in craft magazines
- Feature projects in blogs with 10K community members
- Advance promotions and reviews in Craft blogs and sites

Marketing Plans:

- Email campaigns for libraries, schools and craft stores
- · Book reviews in Library Journal and Booklist

ISBN: 9781782217602 (TR) Price: \$14.95 / \$17.95 CAN 7 1/2 x 9 1/4 in, 96 pages

On Sale Date: 10/01/19









Small Bowls









Learn to Sew in 30 Minutes: Machine Sewing 30 quick and easy projects to build your skills

A complete course in sewing, broken down into 25 quick and easy sewing projects under the expert guidance of Debbie von Gabler-Crozier.

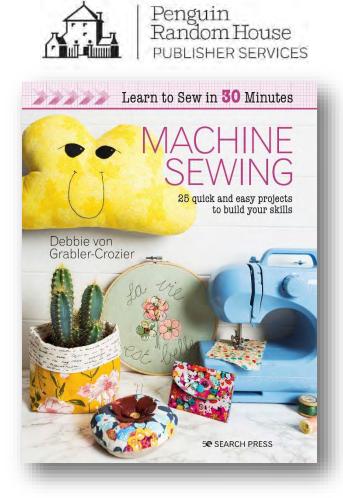
- Brand-new sewing series from Search Press, aimed to teach beginners or rusty sewists how to sew in a practical learn-as-you-stitch course
- Debbie's friendly, clear instructions make mastering the essential machine sewing skills an enjoyable, easy-going experience

Publicity Plans

- Press reviews and features in sewing magazines
- Feature projects in sewing blogs with over 50K community members
- Advance promotions and reviews in Craft blogs and sites

Marketing Plans

- Email campaigns for libraries, schools and craft stores
- Goodreads feature title



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GETTING STARTED: KNOWING YOUR FABRICS





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DUILTING COTTON





Crewel Twists Hazel Blomkamp

Beautiful designs and inspirational ideas for fresh crewel embroidery from Hazel Blomkamp. Known for her dramatic use of color, this book will delight embroiderers of all skill levels.

Key Selling Points:

- A fresh take on Jacobean embroidery
- · Materials and techniques to inspire
- · Beautiful, decorative embroidery projects for your home

Publicity Plans

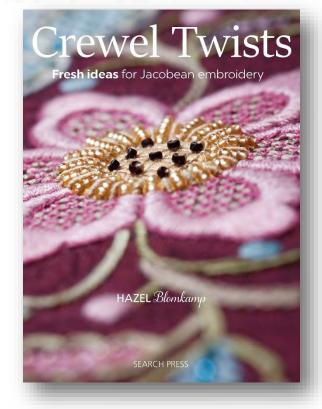
- Press reviews and features in embroidery and needlecraft magazines
- · Featured projects in embroidery blogs
- Review and feature on Mary Corbet's Needlenthread.com
- Advance promotions and reviews in Craft blogs and sites

Marketing Plans

- · Email marketing to libraries and key accounts
- Advertising in key craft magazines
- Book reviews in Library Journal, Booklist and key sewing and embroidery magazines



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