FOR IMMEDIATE RELEASE

Ballistic Publishing unveils d'artiste Character Modeling 2 featuring "Game of the Year" *Gears of War*

Ballistic Publishing leads the way in showcasing and educating the digital arts community through its EXPOSÉ, EXOTIQUE, ELEMENTAL, and d'artiste series of art books. d'artiste Character Modeling 2 takes the series to new heights with behind the scenes character work from Epic Game's Xbox 360 "Game of the Year" Gears of War.

· ·

Adelaide, South Australia - March 15, 2007

Released for Pre-sale today, Character Modeling 2 presents a master class of character modeling techniques from three of the best: Kevin Lanning; Zack Petroc; and Timur "Taron" Baysal. Each master artist shows the approaches and techniques they use to create amazing characters and creatures for films and games.

d'artiste Character Modeling 2 begins with the incredible work of Kevin Lanning and the team at Epic Games, creators of the triple-platinum Xbox 360 game Gears of War. Kevin details the high-polygon and low-polygon workflows that allow Epic Games to create its menacing next-gen game characters. Timur "Taron" Baysal follows with his hard-won techniques on building creatures with personality, and Zack Petroc brings it all home with his sculpting approach to creature modeling for which he is world-renowned.

The d'artiste series delivers a unique format in a crowded market. Beyond the detailed tutorials accounting for half of the book, each master artist's personal and professional work is showcased along with an invited gallery of their peer's work. Another innovation of the series is that d'artiste authors explain the reasoning behind their creative decisions as well as showing individual techniques. The result of this approach is a dialogue between the author and the reader - artist to artist - illustrating the central concept of the d'artiste series: digital artists master class.

This is the fifth book in the d'artiste series which has taken the CG world by storm since the release of d'artiste Digital Painting in 2004. Character Modeling 2 melds amazing art with invaluable technical instruction and will quickly find its way into classrooms and studios across the globe.

The Artists
Kevin Lanning started creating art at a very early age drawing and sculpting. He was discovered by Epic Games and hired as a full-time artist to create art assets for their next-gen game technology Unreal Engine 3. For the past four years Kevin has been working as a Character and Creature Modeler with his most recent work on the blockbuster hit for the Xbox 360, Gears of War.

Timur "Taron" Baysal started to work with computers at age 14 and taught himself modeling and rendering. He started his VFX career in the U.S. with several visual effects houses in the roles of animation director, head of R&D, lead animator, 3D animator, and character animator. After working on many Hollywood films, Timur moved to the realm of developing 3D tools with pmG, creators of the rendering and animation environment messiah: Studio.

Zack Petroc has a Bachelor of Fine Arts degree from the Cleveland Institute of Art with a major in Sculpture and dual minor in Drawing and Digital Media. He also studied anatomy at Case School of Medicine and figure sculpture in Italy. Zack is currently working as a freelance Art Director and Concept Designer for feature film and games.

For additional information contact Andrew Plumer or visit www.ballisticpublishing.com. An interactive, animated Book Previewer on the Ballistic website allows you to flick through the entire book. Character Modeling 2 is now available for pre-sale in limited/leather-bound (USD$145) or slipcased edition (USD$55). A complimentary set of four Limited Edition Prints are on offer to the first 500 customers. CGSociety members are entitled to free standard worldwide shipping of any Ballistic Publishing book. d'artiste Character Modeling 2 is due to ship in early May.

About Ballistic Publishing
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 Publishing is embedded within the digital arts community through its sister organization The CGSociety (The Computer Graphics Society). Ballistic Publishing is based in the Adelaide Hills of South Australia, with offices in Melbourne (Victoria, Australia) and Tampa (Florida, USA).

Contact
Andrew Plumer,
CEO Ballistic Media Pty. Ltd
Phone: +61-8-3885966
Email: andrew@ballisticmedia.net
Web: http://www.ballisticpublishing.com