



FOR IMMEDIATE RELEASE
October 2, 2008

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ART INSTRUCTION MOVES INTO THE 21ST CENTURY
Don Sahli Introduces:
ART OF PAINTING – INTERACTIVE ART INSTRUCTION DVD COLLECTION

Understanding the value of guidance and support in one's journey of becoming a painter, Don Sahli is launching ART OF PAINTING – INTERACTIVE ART INSTRUCTION DVD COLLECTION. His approach to teaching – ART OF PAINTING, *is academic, literary and classical, scholarly and intellectual rather than technical.* "My goal is to teach one to 'see,' not to paint by formula," says Sahli. Since 1995, Don Sahli, an American painter and teacher trained in the "old world" Russian School of Painting, has shared his philosophy with over 500 students during 70 studio and plein air workshops.

Sahli always strives to expand his horizons and push the limits, presenting and creating his work and his teaching in ways that are unexpected, fresh and stimulating. It is no surprise then that in bringing his teaching method, ART OF PAINTING to DVD, Sahli choose MediaBound Productions, a full service production company to produce the DVD collection.

MediaBound Productions utilized state-of-the-art technology to record and produce the DVDs. ART OF PAINTING was shot on Hi-definition Camera, capturing the color, contrast, and value that would only truly be seen if in a private studio workshop with Don Sahli. The Hi-def filming allows replicating of the DVD's in 3 formats—standard, HD and Blu-ray.

The Interactive Forum used to develop the DVDs allows artists to take control of the lesson – to explore and expand the process with a focused lesson, to read about the method or continue on with the demonstration. Rather than just viewing a painting demonstration, artists will find Sahli blends critical step-by-step tools and techniques that make the transition to their canvas.

The first two DVDs – STILL LIFE IN STUDIO AND LANDSCAPE EN PLEIN are currently available for purchase exclusively through Sahli Publishing LLC's website: www.SahliArtOfPainting.com. Additional DVDs will be introduced in 2009.

For additional background on Don Sahli and ART OF PAINTING – INTERACTIVE ART INSTRUCTION DVD COLLECTION, call 303-670-8615 or visit www.SahliArtOfPainting.com or www.SahliStudio.com. For information on MediaBound Productions, call 303.674.5385 or visit www.MediaBoundProductions.com.

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MEDIA ALERT

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- WHO:** Don Sahli – an American painter, teacher of ART OF PAINTING, and the last apprentice of the famous Russian colorist, Sergei Bongart – and MediaBound Productions, a full service video production company.
- WHAT:** Don Sahli and MediaBound Productions have collaborated to produce ART OF PAINTING – INTERACTIVE ART INSTRUCTION DVD COLLECTION. ART OF PAINTING is academic, literary and classical, scholarly and intellectual rather than technical. “My goal is to teach one to ‘see,’ not to paint by formula,” says Sahli. Since 1995, Don Sahli, an American painter and teacher has taught over 70 studio and plein air workshops.
- MediaBound Productions utilized state-of-the-art technology to record and produce the DVDs. ART OF PAINTING was shot on Hi-definition camera. The High-def filming allows replicating of the DVD in 3 formats—standard, HD and Blu-ray.
- The Interactive Forum used to develop the DVD allows artists to take control of the lesson – to learn by seeing, by doing and by seeing it done. Rather than just viewing a painting demonstration, artists will find Sahli blends critical step-by-step tools and techniques that make the transition to their canvas.
- WHEN:** The ART OF PAINTING – INTERACTIVE ART INSTRUCTION DVD COLLECTION are currently available.
- WHERE:** ART OF PAINTING – INTERACTIVE ART INSTRUCTION DVD COLLECTION: STILL LIFE, EN PLEIN AIR, and A PAINTER’S JOURNEY, are available for purchase at www.SahliArtofPainting.com.
- CONTACT:** For additional background on Don Sahli and ART OF PAINTING – INTERACTIVE INSTRUCTIONAL DVD COLLECTION, visit www.SahliArtofPainting.com and www.SahliStudio.com or call 303.670.8615. For information on MediaBound Productions, visit www.MediaBoundProductions.com or call 303.674.5385.

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