

BACKGROUND INFORMATION
May 2008

CONTACT: Kathryn Greene
303.670.8615

ART OF PAINTING DVD Content and Technology

A blank canvas faces the artist. An image starts to fill the painter's eye ... the brush comes into the hand ... and everything stops. The desire and passion to create is in focus, and the question is how to create your vision on the canvas!

ART OF PAINTING –an academic, thinking person's approach to painting – gives an artist the knowledge and tools to capture the vision onto their canvas.

Since 1995, Don Sahli, an American artist trained in the "old world" Russian School of Painting, has shared his philosophy in over 70 studio and plein air workshops. His approach to teaching – ART OF PAINTING, *is academic, literary and classical, scholarly and intellectual rather than technical. It is also logical, instinctive and spontaneous!* "My goal is to teach one to 'see,' not to paint by formula," says Sahli.

Don understands the value of guidance and support in one's journey of becoming a painter. "My teacher did not teach me to paint, he taught me to see. His teacher in turn taught him what was passed on to him by his teacher. There are no secrets or formulas in the ART OF PAINTING... only a journey which involves much mileage and hard work. So, we need to honor the journey."

In the DVD collection, Don takes three approaches to teaching – "You learn by doing, by seeing it done, and by seeing what has been done before." Don blends critical step-by-step tools and techniques with the ever important element of passion:

- To present ART OF PAINTING – the contrast and harmony of color, drawing, form, design, and texture.
- To illustrate the only three rules of painting he knows.
- To explain the three stages of painting.
- To clarify the three questions to continually ask throughout the painting process.

Don is always striving 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, Don utilized state-of-the-art technology to record and to impart the knowledge he wants to share.

- The Interactive Forum used to develop the DVD allows artists – with a simple click of their mouse or remote – to explore and expand the process with a focused lesson, to read about the method or to continue on with the demonstration.
- Utilizing the Interactive Forum allows the artist to take control of the lesson; and learn from Don in a more instructive style rather than just watching a painting demonstration.
- The multiple camera production enables the viewer to observe the lesson from a variety of angles and perspectives and provides an enhanced learning experience.
- Highlighting sections of the painted image or the view gives way to an understanding of what is being explained.
- ART OF PAINTING was shot with a 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 in 3 formats—standard, HD and Blu-ray.

The ART OF PAINTING will take much hard work, discipline; it is a long journey full of many questions to ponder. Don Sahli's goal for this DVD collection is to support and encourage artists as they travel their own journey.