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MONACELLI STUDIO RIGHTS GUIDE Frankfurt Book Fair 2016

Linda Kaplan
Linda@defliterary.com
212.925.7744 x106
www.defliterary.com



MONACELLI STUDIO is an applied arts imprint focusing on art instruction, photo technique, and artisanal crafts. Like its parent company, The Monacelli Press, Monacelli Studio has some of the finest editorial, design, and production standards in the industry within its specialized categories.

THE PHOTOGRAPHER'S BLACK AND WHITE HANDBOOK

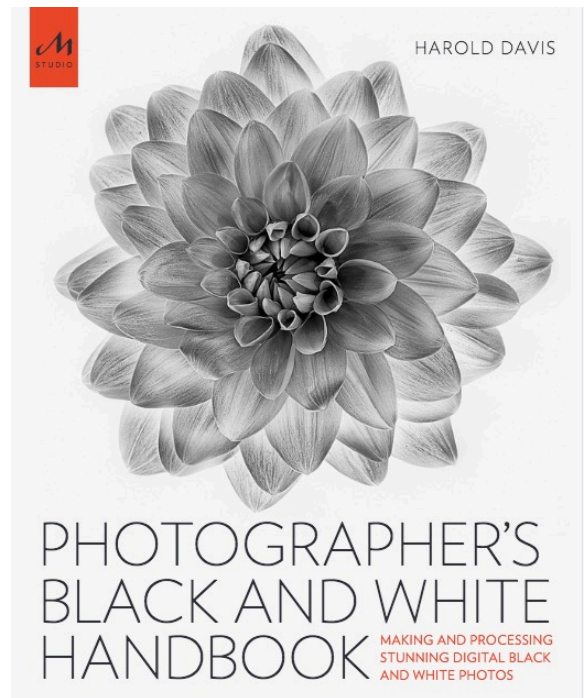
Making and Processing Stunning Digital Black and White Photos

Harold Davis

January 2017

The Photographer's Black and White Handbook is an authoritative and comprehensive high-level guide to digital black and white photography. The subject matter covered ranges from seeing and pre-visualizing in black and white, through camera techniques, and extends to the nuts and bolts of post-production. Special sections demystify fine black and white digital printmaking, and creating black and white images using the iPhone.

Photography, and particularly black and white photography, is a form of applied design. The design of *The Photographer's Black and White Handbook*, and the meticulous reproductions of the widely acclaimed black and white photos of the author, add weight and authority to the text. Today's readers want to enjoy their learning experience, and it is a proven fact that having fun enhances learning retention. Therefore, the technical information in *The Photographer's Black and White Handbook*—some of which is rather "hard core"—is encased in travel narratives, with field locations and destinations ranging from France to Japan, to Spain and Morocco, New England, and the American West.



240 pages, 9 x 11 inches, 300 illustrations, \$40, Trade paperback

Category: Photography Instruction

Kaplan/DeFiore Controls: UK & Translation

Material: Finished PDF

HAROLD DAVIS is an award-winning professional photographer and the author of many bestselling books on photography and image processing. His images are widely collected and commissioned, and his popular photo workshops are often sold out. In addition to his activity as an author, Davis is an Adobe Influencer, a Moab Master printmaker and a Zeiss Lens Ambassador. Davis's work has been exhibited in venues including Photokina in Cologne, Germany; PhotoPlus Expo in New York; the Gallery Photo in Oakland, California; the Arts & Friends Gallery in Heidelberg, Germany; and the Awagami Gallery in Japan. Harold's popular online course on [Craftsy.com](https://www.craftsy.com) has thousands of students. His workshops in partnership with institutions such as Point Reyes Field Seminars; the Center for Photographic Art in Carmel, CA; Maine Media Workshops; and the Heidelberg Summer School of Photography are continually in demand.

www.digitalfieldguide.com

SHOOT WHAT YOU LOVE

Tips and Tales from a Working Photographer

Henry Horenstein

October 2016

A visual memoir from one of today's leading photo documentarians, whose career further documents the recent radical shifts in photography over the last 40 years from a trade to an art, *Shoot What You Love* is a hybrid book, a combination of fine art, good stories, and helpful advice. It features Henry's photographs prominently, many of which have never been published, but it also includes snippets of suggestions about how to make better pictures.

When he began his career, photography was widely considered a trade and not a fine art. Prior to the 1970s, even great photographers were not considered artists, except perhaps by themselves and a few others. Few museums had serious photography collections, and there were only a dozen or so photography graduate programs in the US. Many colleges, including the University of Chicago, where Henry studied history, didn't teach photography at all. Photographic education was limited to trade schools, apprenticeships, camera clubs, and the military.

All this changed in the 1970s, about the time Henry was beginning his career. The 1976 exhibition *Photography Until Now* at the Museum of Modern Art signaled the acceptance of photography in a wider art world. That said, the photographer (now artist) had to work to make a living and had to figure out a career path. Henry's first love was history, which led him to make a variety of documentary photographs. These "art" projects were personally driven, not assigned. It was Harry Callahan, with whom he studied at the Rhode Island School of Design, who told him to "Shoot what you love. Even if you get bad photographs, you'll have a good time."

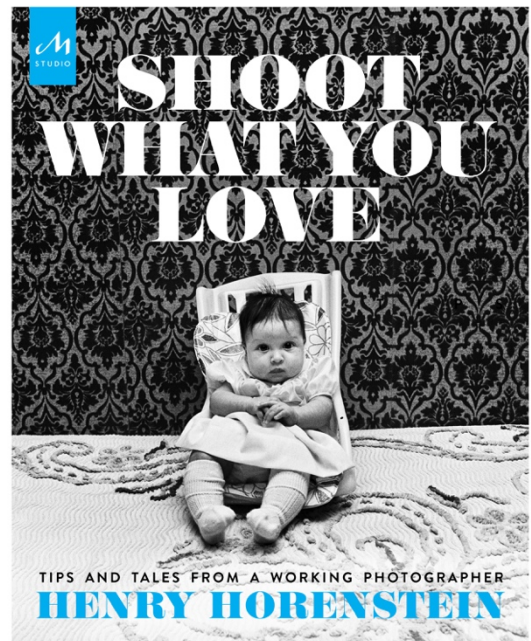
208 pages, 8½ x 10 inches, 100 color illustrations, \$40, Hardcover

Category: Photography Instruction/Photographic Memoir

Kaplan/DeFiore Controls: UK & Translation

Material: Finished Copies

Henry Horenstein has worked as a photographer, teacher, and writer since the early 1970s. He is the author of over 30 books, including a series of photographic textbooks that have been used by hundreds of thousands of students over the past 30 years (combined sales for the text books are close to a million copies). In 2003, Chronicle Books published *Honky Tonk*, Horenstein's documentary survey of country music during the late 1970s and early 1980s. *Honk Tonk* was also presented as an exhibition by the Smithsonian's National Museum of American History in 2006. His work has been collected by many institutions including the Smithsonian Institution's National Museum of American History, Washington, D.C.; the George Eastman House; the Museum of Fine Arts, Boston; Library of Congress; the Museum of Fine Arts, Houston; and the High Museum of Art in Atlanta, Georgia. Horenstein currently teaches at the Rhode Island School of Design. www.horenstein.com



EXPRESSIVE NATURE PHOTOGRAPHY

Design, Composition, and Color in Outdoor Imagery

Brenda Tharp

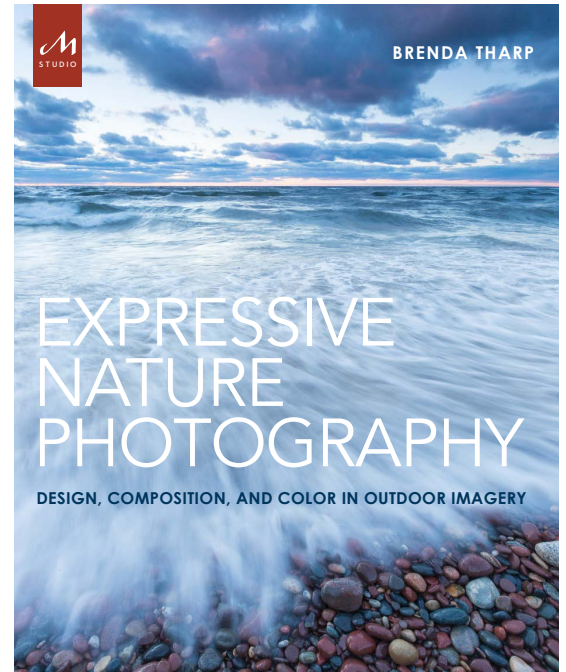
High-tech cameras can help us create a good exposure and focused image, but they still can't replace the artist's eye for composition, visual depth, and design, nor their instinct for knowing when to click the shutter. There are many books out there on the basics of photography technique that teach people how to make a technically good photograph. This book is about the marriage of the craft with personal vision and the process of translating what you see into a dynamic landscape, a delicate macro study, an outstanding nighttime image, or an artistic impression of a subject in nature.

EXPRESSIVE NATURE PHOTOGRAPHY will teach how to make creative exposures, not just correct ones. It will inspire photographers to get out early and stay out late, working with lower angles of light at dawn and twilight. It will teach them how "see in the dark" and use filters to create very long exposures that show a different view of our world in low light. Readers will learn light painting for a natural effect, how to photograph night skies and moonlit landscapes; they'll also learn how to make the best use of available natural light. In short, they'll learn how to use light, an essential element of outdoor photography. Readers will learn how to use aperture for any type of photograph; how to use shutter speeds to express motion and capture the energy of fast action (especially useful for moving streams, ocean swells, and moving wildlife).

Previous titles include **EXTRAORDINARY NATURE PHOTOGRAPHY** and **CREATIVE NATURE & OUTDOOR PHOTOGRAPHY**, the latter of which was sold to: China Photographic House (**China**), Ecus (**Taiwan**), and Helion (**Poland**)

Category: Fine Art Instruction
Kaplan/DeFiore Controls: Translation
Material: Full PDF

Brenda Tharp is an award-winning photographer, writer, and teacher specializing in travel, nature, and outdoor photography. Her images have been featured in numerous magazines and books, and she teaches throughout the United States. Brenda is the author of three best-selling photography technique books -- *Creative Nature & Outdoor Photography* (two editions) and *Extraordinary Everyday Photography* (all with Amphoto). A short list of her clients includes British Gas, Canon USA, Audubon, Nature Conservancy, *Outdoor Photography*, *Travel-Holiday Magazine*, Sierra Club, several inflight magazines, ATT, United Way, and the Red Cross.



MANGA ORIGAMI

Easy Techniques for Creating 20 Super-Cute Characters

Márcio Hideshi Noguchi and Seth Friedman

September 2016

Origami masters Márcio Hideshi Noguchi and Seth Friedman show everything you need to know to create adorable paper characters from your favorite manga/anime stories with basic origami folding instructions and clear step-by-step diagrams. In the first section you'll learn about the paper and other necessary materials, the origami symbols and terminology, and the general folding techniques needed to create and assemble all the basic figures. In the second section you will find specific instructions for customizing each of the characters with their outfits/costumes, accessories, and unique hairstyles.

Some of the twenty projects are very recognizable as Japanese manga/anime characters, such as the Ronin Samurai, Kimono-Chan, Tea Picker, and Shrine Maiden, while others, like the French Maid, Nurse, Baseball Player, and Bunny Girl are more western. Also included are some fantasy characters, like the Fairy, Ori Fighter, Santa's Helper, and Dragon Girl. Of course, characters depicting school life and summer vacation fun are here too, such as Schoolgirl, Sailor Fuku, Gym Girl, Beach Bunny, Sensei, Uki-wa Chan, Harem Otoko, and Neko Form. All projects are clearly marked with their difficulty level: beginner (*), advanced beginner (**), intermediate (***), advanced (****), and expert (*****).

Get ready, get set, start folding. You'll want to make all 20 characters.

168 pages, 8¼ x 8¼ inches, 200 color illustrations, \$22.95, Trade paperback

Category: Paper Craft/Manga
Kaplan/DeFiore Controls: UK & Translation
Material: Finished Copies

Born in Brazil to Japanese parents, illustrator and origami master **Márcio Hideshi Noguchi** first learned about origami as a child. But he didn't become a serious enthusiast until the mid-2000s, after he moved to the US. In addition to practicing his own origami, Marcio is considered one of the world's most talented origami diagrammers and his illustrations are world-famous. He is a supporting member of the Japan Origami Academic Society and a very active member of the Origami USA Executive Board of Directors. He lives in New York.

Seth Friedman is one of the leading artists of origami's next generation. He has exhibited his work and taught origami in Canada, France, Spain, Japan, and the United States. Born and raised in Brooklyn, New York, he now lives in the countryside of New York State, in the Catskill Mountains.



HOW TO DRAW SCI-FI UTOPIAS AND DYSTOPIAS

Create the Futuristic Humans, Aliens, Robots, Vehicles, and Cities of Your Dreams and Nightmares

Prentis Rollins

October 2016

DC artist Prentis Rollins shows readers how to conceptualize, draw, colorize, and digitally enhance and finish dozens of sci-fi characters, settings, and scenarios with a comprehensive, step-by-step approach to the entire process. His distinctive and varied styles, coupled with clear instruction, give artists of all levels the inspiration and techniques they need to create the future worlds of their dreams and nightmares whether for fun, graphic novels, comics, video games, movie shorts, etc.

Visions of the future in speculative sci-fi have almost always fallen somewhere along a visual/conceptual spectrum, ranging from the extremely hopeful to the extremely dire. Star Trek presented us with a 23rd century in which poverty, warfare, and ignorance have all been virtually eradicated, and in which mankind is united in the exploration and peaceful colonization of the furthest regions of the galaxy. The Matrix trilogy presented us with a 22nd century in which most of humanity is enslaved by machines that rule the Earth's ravaged surface, and in which the few not so enslaved endure a hideously impoverished existence deep underground.

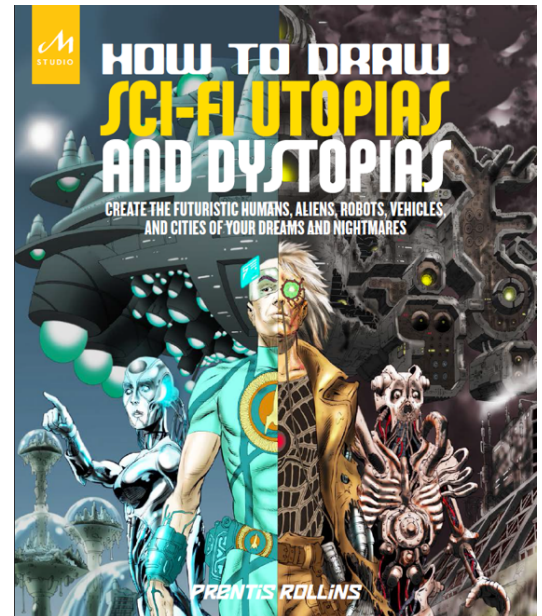
In recent years, science fiction films and other productions with utopian/dystopian elements have been appearing at a feverish pace—think of The Hunger Games series, the Divergent series, The Walking Dead, Mad Max, Fury Road, Elysium, and the revived Star Trek and Star Wars films. All of this reflects a deep psychological need, which is universal and perennial. Conjuring visions of the future—both the beautiful and the horrifying varieties—is one of the ways in which we unify our understanding of the present, and come either to accept it or demand that it be changed. And our individual temperaments are our biggest (and always unspoken) premises in how we envision the future.

192 pages, 8½ x 10 inches, 250 color illustrations, \$25, Trade paperback

Category: Art Instruction
Kaplan/DeFiore Controls: UK & Translation
Material: Finished Copies
Sold To: Sigorisa (**Korea**)

Prentis Rollins has been a professional illustrator for over 20 years. A long-time contributor to DC Comics, he has worked on top-selling projects like Green Lantern: Rebirth, Flash: Iron Heights, DC: One Million and Batman: The Ultimate Evil. He is the author of *The Making of a Graphic Novel* (The Resonator) and *Survival Machine* (Stories). He lives in London with his wife and three children.

www.wizardworld.com/prentisrollins.html



HOW TO DRAW DOGS AND PUPPIES

A Complete Guide for Beginners

J.C. Amberlyn

Dogs are one of the most popular and important animals in the history of humankind. It isn't a surprise that they are a popular subject to draw, as well, and this book will guide readers in the basics of dog anatomy, structure, and the way to draw many different breeds, mixed breeds, and puppies. The book's chapters correspond to the major dog breed groupings of the AKC (American Kennel Club), which includes the working group, sporting group, non-sporting group, herding, terriers, hounds, and toy.

HOW TO DRAW DOGS AND PUPPIES continues a rich tradition of dogs in art. In this step-by-step guide to drawing over 100 different breeds of dogs and puppies in pencil and pen-and-ink, J. C. Amberlyn combines her love of dogs with her beautiful, detailed drawing style. J. C. covers all the basics of drawing so even beginners will feel confident and successful. Covering all the most popular breeds as well as the beloved mutt and puppies, the book will give easy-to-follow instructions for drawing dogs in many poses and a variety of expressions. In addition to highlighting the artistic processes we'll also be sure to include all the necessary tools and techniques readers will need to produce highly detailed, lifelike drawings of their favorite best friends.

Overwhelming popularity of dogs;

Easy to follow, clear step-by-step instructions are perfect for beginners;

Thirty step-by-step drawing demonstrations;

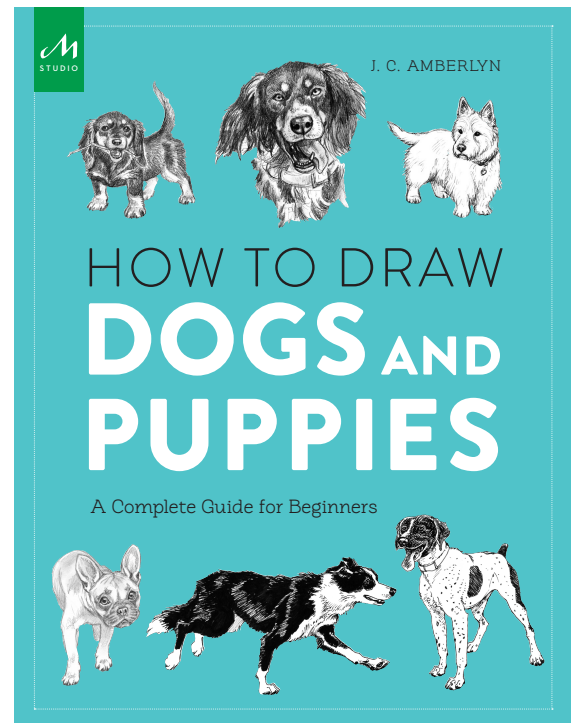
Author is a well-known art-instruction author and an animal lover;

Category: Art Instruction

Kaplan/DeFiore Controls: Translation

Material: Full PDF

J.C. Amberlyn is an award-winning artist, animator, graphic novelist, photographer, naturalist, and animal lover. She's also the author of four successful art instruction titles -- How to Draw Manga Characters, Drawing Manga Animals, Artist's Guide to Drawing Animals, and Drawing Wildlife.



THE FIGURATIVE ARTIST'S HANDBOOK

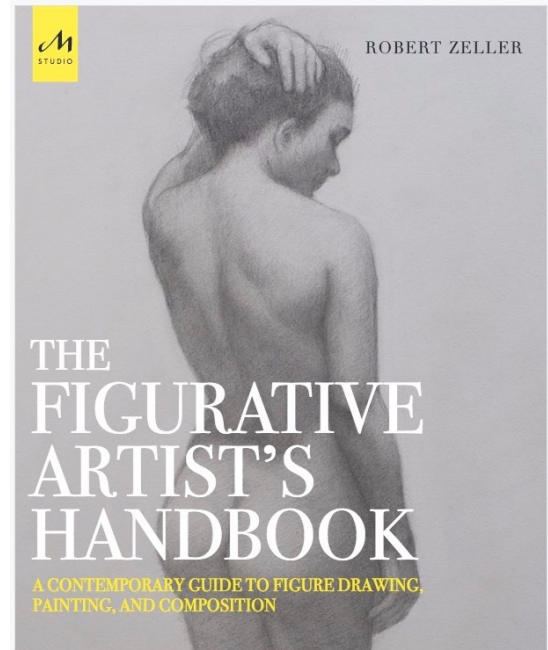
A Contemporary Guide to Figure Drawing, Painting and Composition

Robert Zeller

March 2017

Every artist needs to learn and master figure drawing. Written by a well-known artist and expert instructor, THE FIGURATIVE ARTIST'S HANDBOOK offers a comprehensive, contemporary approach to the subject that instructs artists on the foundation basics and advanced techniques they need for successful figure drawing and painting. In addition to Zeller's stunning drawings and paintings, we've included the work of over 50 of today's top practicing artists, so that the book will function as a hard-working how-to book and a visual treasure trove of some of the finest figurative art being created today.

This handbook combines three "schools of thought" regarding figure drawing that are, at least on the surface, at odds with each other. But with his vast teaching experience, Zeller has seen that on a deeper level they are very compatible. Such a synthesis leads to a more complete understanding of the figure. Although this comprehensive approach is reflected in contemporary art and art education, no book has ever combined all three before.



Gestural: The dynamic, gestural, rhythmic understanding of the figure as practiced by the great Mannerists of the Renaissance. This philosophy emphasizes life and rhythm in the human form. Rooted in the 16th and 17th centuries.

Structural: A solid architectural understanding of the structure and anatomy of the body as the basis for building solid figure drawings. Rooted in the 20th and 21st centuries.

Atelier Method: A beautiful, careful, detailed understanding of surface morphology of the figure. Smooth surface rendering. Very sensual. Rooted in the 18th and 19th centuries. This fresh, modern treatment of the subject will be eagerly received by today's artists and art students.

304 pages, 9 x 11 inches, 300 color illustrations, \$40, Hardcover

Category: Fine Art instruction
Kaplan/DeFiore Controls: UK & Translation
Material: Full PDF
Sold To: Guangzi Fine Arts (China)

Rob Zeller is an artist who lives and works in Brooklyn. He received a BFA from the Boston Museum School and Tufts University, and an MFA from the New York Academy of Art. He capped off his artistic education by studying with Jacob Collins at the Water Street Atelier. He is the recipient of two Posey Fellowships and a Pollock-Krasner Foundation Grant. In 2009, he founded the Teaching Studios of Art. It is an art school that follows the same philosophy he has in his own work: traditional techniques with flexibility to be creative and engage contemporary culture. He has served as its director and primary figure instructor since its founding. www.robertzeller.com

BASIC HUMAN ANATOMY

An Essential Visual Guide for Artists

Roberto Osti

September 2016

A stunning, authoritative, and artist-centric step-by-step visual reference on the fundamental understanding of the human body from the inside out (three dimensionally), which takes the reader progressively through intensive hands-on study of basic shapes, structure, planes, proportions, muscles, bones, facial expressions, and movement to better inform their finished figurative drawing. Written by an artist for artists.

A comprehensive, yet flexible and holistic approach to the human body for artists, Roberto Osti's method of teaching anatomy is exhaustive, but never loses sight of the fact that this understanding should lead to the creation of art.

Basic Human Anatomy teaches artists the simple yet powerful formula artists have used for centuries to draw the human figure from the inside out. Osti, using the basic system of line, shape, and form used by da Vinci, Raphael, and Michelangelo, takes readers step-by-step through all the lessons needed in order to master this essential foundation skill. Organized progressively, the book shows readers how to replicate the underlying structure of the body using easy-to-understand scales and ratios; conceptualize the front and side views of the skeleton with basic shapes; add detail with simplified depictions of complex bones and joints; draw a muscle map of the body with volumetric form and realistic dimension; master the feet, hands, and skull to create realistic renderings of the human form; and apply a deeper knowledge of anatomy to finished drawings for more impact.

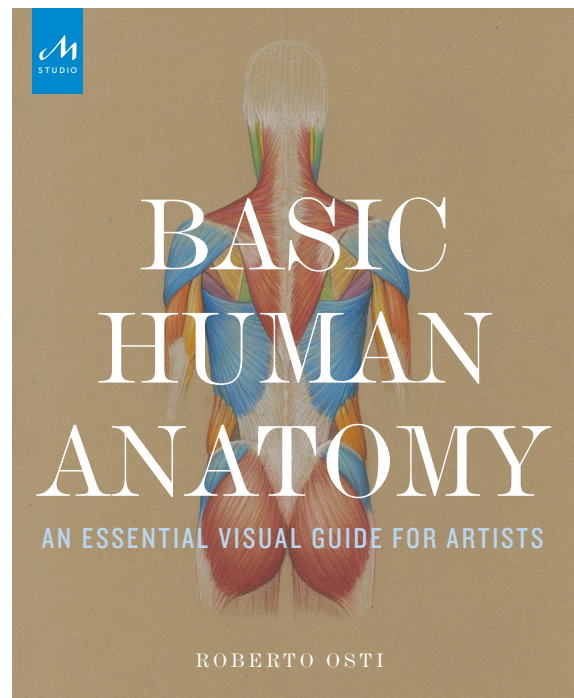
8.5 x 10.5 inches, Hardcover, 304 pages, 350 illustrations, \$40.

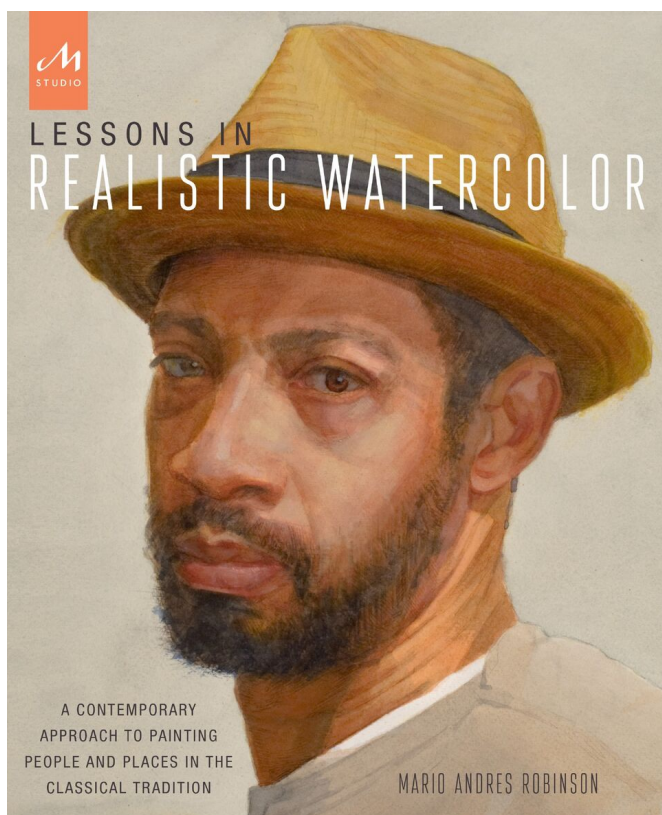
Category: Fine Art instruction

Kaplan/DeFiore Controls: UK & Translation

Material: Finished Book

Roberto Osti teaches human anatomy for artists at the New York Academy of Art, University of the Arts in Philadelphia, and the Pennsylvania Academy of the Fine Arts. Formally trained as a medical illustrator before becoming a fine artist, Osti has contributed his work to many science and art publications. His paintings have been exhibited in galleries in Europe and the United States.





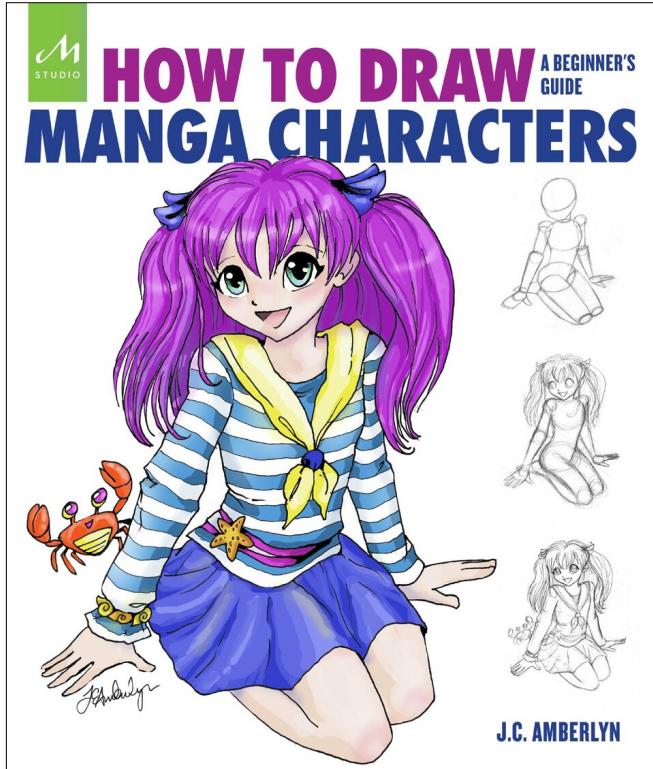
**LESSONS IN REALISTIC WATERCOLOR:
A CONTEMPORARY APPROACH TO
PAINTING PEOPLE AND PLACES IN THE
CLASSICAL TRADITION**

Mario Andres Robinson

Traditional, realistic style watercolor instruction for beginners and beyond looking to learn new skills from a contemporary master. With Robinson's expert instruction and beautiful, sophisticated, and modern classic artwork, this book will appeal to artists who are hungry for more than a crafty, sketchy style of watercolor and want to take their paintings to the next level.

8.5 x 10 inches, TR, 176 pages, 300 illustrations, \$25.

APRIL 2016



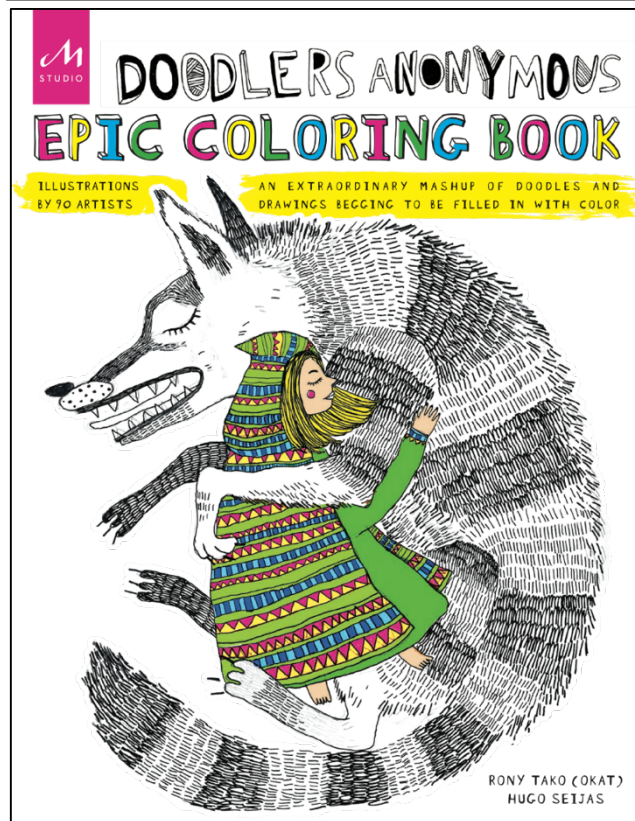
HOW TO DRAW MANGA CHARACTERS: A BEGINNER'S GUIDE

J.C. Amberlyn

A lively and colorful step-by-step guide for beginners that teaches all the drawing techniques necessary to create the adorable manga characters, archetypes, mascot sidekicks (and the worlds they live in) popular in Japanese comics. Successful author J.C. Amberlyn's fourth book and second manga title.

8.5 x 10 inches, TR, 176 pages, 200 illustrations, \$22.99.

MAY 2016



DOODLERS ANONYMOUS EPIC COLORING BOOK: AN EXTRAORDINARY MASHUP OF DOODLES AND DRAWINGS BEGGING TO BE FILLED IN WITH COLOR

Rony Tako and Hugo Seijas

This coloring book is like no other. It's a beautiful, breathing, beating, eccentric mashup of pure hand-drawn goodness. The *Doodlers Anonymous Epic Coloring Book* is a compilation of offbeat illustration styles by 90 global contemporary artists bound together for your coloring pleasure.

**Sold to: Monsa Publications (Spain)
October 2015**

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AnatoliaLit Agency
amy@anatolialit.com