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# The Art Of Loish: A Look Behind The Scenes



## Synopsis

Lois van Baarle is a freelance animator/illustrator from the Netherlands who graduated in 2009 from the Hogeschool voor de Kunsten Utrecht. Since then, her work has become very popular across the internet, with her Facebook followers closing in on one million and her Twitter account watched by over nineteen thousand eager eyes. The Art of Loish is her first "art of" book, and will examine her inspirations while showcasing some of her early work. Following this, the reader will learn how she developed her very distinctive style and discover advice as she discusses her working methods, offering tips on a variety of techniques that she utilizes in her art every day! The additional exclusive content of this book makes it a must-have for any lover of Loish's work!

## Book Information

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## Customer Reviews

I received my copy after supporting her on Kickstarter. Honestly, This is one of the best books by an artist that I have ever owned. It came with playing cards, a book mark, a 3dpublishing zine, and a video tutorial. The packaging is even beautifully done. However, these aren't what make the book brilliant. Have you ever followed an artist's work and studied them trying to figure out what they were thinking? Or even find yourself in a slump or with artist block?? Well This book is the perfect pick-me-up. She explains her thoughts, work flow, and what it takes to get things done. This book does not just show you pretty pictures. It shows you the time and effort. It feels like she gave you a piece of herself. This was just so Excellently done.

If I would add a sixth star if it were there. A nicely construct book and sleeve. A perfect addition to

my art book self. Between the covers you will explore Lois's artistic journey, behind the scenes, digital painting works in progress and sketches and studies. Her concept art and storyboards along with tutorials and her quick tips. I really appreciate Loish and her exploration of color and form. Buy it.

Nicely done book. I would have liked to see a little more of her art than what is contained in the book (hence 4 stars), but still a decent book. There is just some art missing from the book that I would have loved to have included in it (example: her work titled "surfacing" was missing from the book and would have really loved to have had that in the book and how it was done). Still, Lois gives nice examples of her working methods..

I'm a huge art book collector and this amazing artist has been one of my favorites for a very long time. Great information, really honest and enlightening, adorable examples of her early work and even a few tutorials! This book really is a must have for art lovers.

It is apparent that a great deal of thoughtful consideration went into the production of this uniquely remarkable book. I received it for supporting the Loish Kickstarter project. This isn't your typical "art of" book in that it offers not only a beautiful representative sampling of her significant body of work, but it also presents these creative pieces and related commentary in such a unique way as to give the reader a clear sense of the creative person behind it. And that's a good thing. As an artist and art book collector, I've found far too many books of this type that simply provide intriguing "eye candy" (which is fine) but little in the way of offering the reader a compelling, approachable or meaningful view of the process, intent, circumstances or feelings that gave rise to their artwork. This book is solid, well bound and its pages are of a pleasing matte finish that gives each image a sort of surreal quality which is complementary to Loish's style in general. While I always want more, I have to say that the number of pages offered is pretty much right on target for the tone of its content if that makes sense. Beautifully rendered completed art pieces as well as preliminary sketches and studies are well interspersed through sections of the book as are a good number of engaging comparative reinterpretations of her earlier works. Throughout this book, Lois van Baarle has a very relatable conversation, if you will, with the reader that gives one the sense that she is not only a professional who cares about her work and the creative process, but is humbly driven to make beautiful things for all to admire and explore. That's really cool and so is this book!

I'm always skeptical when I buy art books because I'm afraid that it won't be helpful and I wouldn't learn anything from it. But not only did I learn a thing or two from loish's book, I get inspired by her art in it. This is strangely the first book I had with a tutorial or tutorials in it. So I'm happy about that because for me it really hard to find tips and tutorials for Photoshop. So I'm really glad I got it before it ran out of stock. I recommend getting it.

It is an awesome book! I will be purchasing another copy for my sister who is going to college for graphic design. It's very informative into the artist creative process and skill development. Recommend for any artist.

Loish is an amazingly talented illustrator and if you're a fan of her work then this book is definitely for you. The book is packed from cover to cover with her art, story, process, and words of encouragement. The book itself is also wonderfully high quality and is a great display piece on it's own. I can't recommend this enough!

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