

# 50 Ways To Break the Rules in Oils

Practical techniques to unlock your creativity



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Stop following the rules and start writing your own. Packed with 50 rule-breaking practical hacks and painting techniques to unlock your creativity, this is the maverick's guide to creating truly innovative art.

## Key Selling Points:

- **PERFECT FOR ARTISTS OF ALL ABILITIES** looking to break the rules, reinvigorate their painting practice and lose the fear of getting it wrong!
- **50 FUN, PRACTICAL EXERCISES** to get you thinking, and inspire your next project
- **BROAD APPEAL:** the projects are worked in oils, but the principles apply across different artistic mediums
- **INNOVATIVE, DESIGN-LED APPROACH:** perfect for galleries, shops and to give as a gift
- **POPULAR AND BEST-SELLING AUTHOR:** Haidee-Jo Summers is the Vice-President of the *Royal Institute of Oil Painters (ROI)*, with over 15,000 books sold.

## Target Consumer:

- Fans of Haidee-Jo Summers (87K IG)
- Fans of Jake Spicer books - Similar experimental and innovative contemporary approach
- Oil artists looking for a new approach
- Younger artists Appealing experimental and 'anti-rules' approach

