

[Home](#) [News](#) [Colour me successful](#)

Colour me successful

Debra's tapped in to adult craze that brings out everyone's inner artist



DEBRA Valencia has really hit the spot with the adult colouring craze, having designed four books so far for Fox Chapel Publishing and she speaks extensively on the subject.

"Colouring brings out the artist inside everyone in an unintimidating format," said the artist and illustrator, "with professional artists like myself providing the outlines, anyone can fill in the colours and participate in making something creative. It's a fun way to relax in a stressful world and is actually addictive in a good way."

Debra's colouring books are a compilation of detailed illustrations designed to inspire creativity using markers, coloured pencils or watercolours to turn the black and white line art into something stunning. The activity books include dozens of colored samples and tips on coloring techniques.

"Colouring books with sophisticated or theme-specific subject matter are a hot category of art-related craft activities for adults any age or gender," the Los Angeles-based artist reported, adding that eight of the current 20 top-selling books on Amazon in the US are adult colouring books.

The craze is escalating in popularity, with greetings cards and calendars joining the line-up of products – Debra's art was featured in the first coloring calendar for 2016, published by Design Originals.

Debra added: "I'm currently working on three new colouring book titles for publication later this year, due to unprecedented retail demand.

"I predict coloring books will find a permanent place in the adult hobby segment, and lead to other hobbies involving art, drawing, hand lettering, sewing and needlepoint. We love our digital devices but there is something very satisfying about doing things by hand.

"It's part of larger movement of getting back to an age of innocence, slowing, down, making something by hand, and unplugging from our digital devices."

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