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Coloring Books for Adults Worldwide Craze Continues Strongly into 2016 and Beyond

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Artist/Author Debra Valencia Explains the Phenomenon

LOS ANGELES, CA / ACCESSWIRE / February 15, 2016 / When “coloring book” comes to mind, images of children scribbling away with crayons of favorite characters are typically conjured. Recently, that childhood pastime has become incredibly popular – but with an older crowd. Coloring books with sophisticated subject matter are a hot category of art & craft activities for adults any age or gender.

This new craze began in 2013 with a few titles; the adult coloring book is a worldwide sensation that shows no sign of slowing down. Eight of the top 20 selling books on Amazon currently are coloring books designed for adults. In 2015, over 2,000 titles flew off shelves sending shockwaves through the publishing industry. Last year’s hottest trend will continue through 2016 and beyond, according to market leader Michaels, North America’s largest specialty retailer of arts and crafts. Coloring mania is spawning an array of spin-off products including coloring calendars, journals, diaries, greeting cards, notecards, stickers, posters, wall décor, fabric and more!

Socially, the hobby is launching home-based parties, meet ups at public venues, online clubs – even bonding generations between kids and grandparents. Social media has helped drive the trend, with more than 550,000 posts on Instagram with #coloringbook. It is part of a larger movement of getting back to an age of innocence, slowing down, making something by hand, and unplugging from digital devices.

Accomplished artist, Debra Valencia, author of four adult coloring books for Fox Chapel Publishing, speaks extensively on the subject and is recognized as an authority. Valencia had this to say about the escalating popularity, “Coloring brings out the artist inside everyone in an unintimidating format. With professional artists providing the outlines, like myself anyone can fill in the colors 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.”

Valencia’s coloring books are a compilation of detailed illustrations designed to inspire creativity. The intricate illustrations are designed for decorating with markers, colored pencils or watercolors turning black and white line art into something stunning. The activity books include dozens of colored samples and tips on coloring techniques.

When asked about longevity, Valencia had this to say, “I am currently working on three new coloring 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.”

Healthwise, the end users claim amazing wellness benefits as they find stress-free peace and quiet meditative time to relieve anxiety, stress, depression, anger management, and more. For patients going through health treatments, the hobby can promote healing and pleasantly pass the time.

Vice President of Trend and Design for Michaels was quoted as saying, “Coloring books for adults, featuring images of mandalas, nature, animals and more, are seen by many as a way for adults to de-stress and remove themselves from technology,”

Researchers have acknowledged the therapeutic qualities of art for years, and studies have shown that art therapy has tangible results in soothing patient, taking away stress, improving self-esteem, and decreasing heart rates, among other benefits.

Author: Debra Valencia
Title: Boho Paisley Coloring Book
ISBN: 978-1-4972-0001-2
Code: 5536

Title: Modern Flowers Coloring Book
ISBN: 978-1-4972-0000-5
Code: 5535

Title: World Beat Designs: Mandalas and More Coloring Book
ISBN: 978-1-4972-0002-9
Code: 5537

Title: Stylized Animals Coloring Book
ISBN: 978-1-4972-0162-0
Code: 5697

All Titles:
Publication Date: 11/1/2015
Pages: 80
Format: Paperback
Size: 8.5” x 10.88”

About The Author

Debra Valencia is a visionary artist, designer and entrepreneur with a passion for world travel, artisan traditions and popular genres. Her designs take a fresh approach to creatively blending florals, paisleys, geometric and decorative motifs, appealing to women who love bold color, fashion and femininity. Debra is currently licensed with product manufacturers in the gift, stationery, textiles, home décor, fashion accessories, bath/body, and cosmetics industries. Her product designs have sold in both independent and mass market retailers internationally. For more information, visit the website: <http://www.debravalencia.com>.

SOURCE: Debra Valencia

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