

brand
new
item

KUNST EINRICHTEN

DIE NEUE LUST AM DEKORIEREN



fusion publishing

KUNST EINRICHTEN (Decorating Arts)

29 x 33 cm / 11.4 x 13 inches

168 pages / Hardcover

All classes of population are enjoying decorating their interiors. However it's impossible to adapt many of the “glossy solutions” to the average home. Further the claim of including arts in this process is a real challenge. Particularly if one does not have any affinity to it. This book features plenty of inspirations how to integrate arts in everybody's daily life: Gaining insights into private spaces of people—from a small apartment up to a big family house. Suggestions how to be creative oneself with photos, painted walls, objects, children's paintings and many more. Overview about the different forms of artsService informations (art fairs, galleries, reference sources).

WHY THIS BOOK / USP

Compared to many other inspiration books, this one shows real situations: small spaces and average living situations of people. It helps to overcome many people's inhibitions for arts since this topic is featured in a uncomplicated way.

- 168 pages
- Full of inspirations and practical advises
- Related to average living situations
- High utility value
- Clear structure in 5 categories
- Useful service information, incl. web addresses
- Affordable price—attractive price for self-buyers
- Perfect gift idea

THE MARKET / COMPETITION

Many other books about interiors and arts focus on luxury and feature art work and living spaces of art dealers, art collectors and designers but do not reflect “everyones” living space. In general all these books are much more expensive—many of them being coffee table books.

The direct competitor title “Wohnen mit Kunst”/“At Home with Art” features 192 pages but the retail price is very high. The content is not especially related to “average living situations”.

TARGET GROUP

For almost everybody, particularly for people without any special affinity to arts.

People with interest of decoration, interiors, design, arts. Age group 25+, same target group as IKEA clients.

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PRAKTISCHE TIPPS

Wie finde ich den richtigen Platz für das Kunstwerk?
Do's and don't's
Was passt zusammen?

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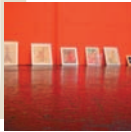


10 PRAKTISCHE TIPPS
PRAKTISCHE TIPPS 11



KUNST EINRICHTEN

DIE NEUE LUST AM DEKORIEREN



6 PRAKTISCHE TIPPS

Wenn Sie sich vorhaben, die Räume in Ihrer Wohnung oder im Büro zu gestalten, sollten Sie sich einige grundlegende Tipps merken, die Ihnen bei der Gestaltung helfen. Diese Tipps sind:



56 KUNSTRICHTUNGEN

Wenn Sie sich für eine bestimmte Kunstrichtung interessieren, sollten Sie sich einige grundlegende Informationen dazu merken. Diese Informationen sind:



112 MIT KUNST LEBEN

Wenn Sie sich für eine bestimmte Kunstform interessieren, sollten Sie sich einige grundlegende Informationen dazu merken. Diese Informationen sind:

» TIPPS

Es gibt viele Möglichkeiten, Kunst in Ihr Leben zu integrieren. Hier sind einige Tipps, die Ihnen helfen können:

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