

Faux Effects World®

The International Magazine of Decorative Finishing and Fine Art

Guidelines for submitting a Story Idea to Faux Effects World

Faux Effects World® is published twice a year. Editorial focus is on fine art, faux finishes and decorative painting that are created using products developed by Faux Effects International Inc.

All editorial submissions must be accompanied by a Story Information Form and photography. Additional editorial is welcome including a brief biography of the primary artist, team involved in the project, designer or author of the story. Copy will be considered for publication to include a byline and is subject to editorial discretion. The following are basic descriptions and requirements for editorial content in *Faux Effects World*®. We encourage interested parties to review and become familiar with previous volumes prior to submitting ideas.

Initial photography considerations do not have to be professional quality. However, if a story is accepted, minimum requirements must be followed. All images must be clearly focused, well lit and shot on either large-format transparencies or via high-resolution digital photography at 300 dpi (at 8" x 10" or larger). Professional photography is recommended and may be required for final acceptance of materials. Full credits are provided to photographers and a release form is required for permission to use the images in *Faux Effects World*®. A Photographer Release Form is included.

Email: editor@fauxeffectsworld.com
Address: **Faux Effects World**
Attn: Editorial Director
3435 Aviation Blvd.
Vero Beach, Fl. 32960
Fax: 772-778-9653

Letter to Editor

Editorial: Commentary provided by readers. Any comments are welcome.
Photography: None

Feature Story

Editorial: 6-10 pages - Large-Scale project or a body of work that result in great photography options. Topics include artist/designer collaboration, home or commercial renovation or restoration, new build, charity show house, total transformations and fantasy finishes/ set or showroom decoration. Rooms must be furnished and accessorized unless documenting "before" or mid-project status.
Photography: Attractive, completed projects that include well furnished, designed rooms with window treatments and accessories in place.

Fine Artist's Showcase

Editorial: 4-6 pages. Focus on art created by United States and International artists with fine art flair - a multi-talented artist that incorporates the best of fine art and fine finishing.

Photography: Various examples of a specific fine art form (murals, trompe l'oeil). Photo of artist required.

Faux Finish Spotlight/ How-To

Editorial: 2-3 pages - Document project from preparation through final finish. A tools and materials list is mandatory along with simple to follow step-by-step instructions.

Photography: Before and after shot, photo of faux finisher and close up shots illustrating steps. Limit photographed steps to no more than 8. Include tools in hands-on photos to show application techniques.

Career Change

Editorial: 3-4 pages - The journey of decorative artists from various professions to their chosen career in the decorative arts.

Photography: Photo of decorative artist with varied examples of work.

In The Studio

Editorial: 4-5 pages - Profiles Faux Effects Licensed Distributors Training Studios.

Photography: Foyer or reception desk, architectural finishing samples, product display, training classroom, designer consultation office, highlight interesting finishes and decorative painting incorporated into the interior design plan.

Transfauxmations

Editorial: 1-2 pages -Before and after examples of decorative furnishings and accessories that are taken from drab to dazzling through various faux finishing techniques.

Photography: Before and after photos. Varying project scopes are considered.

Finishing Touches

Editorial: 3-4 pages - Highlights interesting accessories and furnishings that show the reader how faux they can go with specialization.

Photography: Since the story is in the details, both close up and long shots should represent your special services.

Focus on Furnishings

Editorial: 4-6 pages - The latest in home furnishings and accessories that incorporate decorative finishes into their design.

Photography: Submit several examples of furniture and accessories as they would be incorporated into a home or commercial space. Close-up detail shots also required.

Artists Gallery "Bright Stars"

Editorial: 1 page - Highlights artist and projects. Photography: 2-3 photos of artist's choice.

Story Information Form To Be Completed By Decorative Artist

Please either print or type form. A completed form must be submitted with each story assignment.

Name _____

Address _____

Phone _____ Website _____ Email _____

Business Name _____ Business Established _____

Where were you trained to use products from Faux Effects International, Inc.? _____

The following descriptions will be used to check facts in each story

Room 1 (Room Type) _____ (Products/Color Used) _____

Room 2 (Room Type) _____ (Products/Color Used) _____

Room 3 (Room Type) _____ (Products/Color Used) _____

Room 4 (Room Type) _____ (Products/Color Used) _____

Room 5 (Room Type) _____ (Products/Color Used) _____

Room 6 (Room Type) _____ (Products/Color Used) _____

Room 7 (Room Type) _____ (Products/Color Used) _____

Room 8 (Room Type) _____ (Products/Color Used) _____

If photography is provided, please complete the following information about the photographer.

Name _____ Business Name _____

Address _____

Phone _____ Website _____ Email _____

Are you interested in placing an advertisement in the issue of Faux Effects World® in which the article featuring your story will appear? _____ If so, Contact Richie Confort at Faux Effects International Inc. 1-800-270-8871 or richie@fauxeffects.com

Please return this form to the Faux Effects World editorial director.

Faux Effects International, Inc., 3435 Aviation Blvd., Vero Beach, FL 32960,
phone: 772-778-9044, fax: 772-778-9653, Email: editor@fauxeffectsworld.com

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PERSONAL BIOGRAPHY

Tell us in 200-300 words what you feel would be interesting highlights for our readers to know about your decorative finishing career and the project you have submitted. Please include a current photo of yourself. Thank you.

Photographer/Owner Release Form

Signature of _____(photographer’s name - printed) and
_____ (Home or business owner’s name – printed)
grants permission to Faux Effects International Inc. to reproduce the still or continuous images
taken on _____ (date/dates) for _____ (customer name)
at _____ (property/business address).

The images may be reproduced for use in Faux Effects World® Magazine and/or other Faux
Effects International promotional material or media. Signature of photographer and owner
releases Faux Effects International Inc. from any copyright infringement and/or liability for the
use of their name, image, voice, writings, statements or opinions created by them and attributed
to them.

Photographer, please check one box:

The copyright is being released on all photos taken for customer on the above photo shoot
date.

The copyright is being released on these selected images:

Photographer’s Signature _____

Date _____

Business Phone (for verification purposes) (_____) _____

Owner’s Signature _____

Date _____

Daytime Phone (for verification purposes) (_____) _____

All professionally taken photos must be accompanied by a signed written release from the
photographer or studio that your photo(s) originated from. Professionally taken photos submitted
to Faux Effects International Inc. without a release will not be used.