

# 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. Honor Statement must be signed and dated along with project owner contact information and additional decorative finisher(s) contact information (if applicable).

**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: 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: 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: 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: 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: 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: 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: 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: 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: 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.? \_\_\_\_\_

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

Room 1 (Room Type) \_\_\_\_\_ (Products/Color Used) \_\_\_\_\_

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Room 2 (Room Type) \_\_\_\_\_ (Products/Color Used) \_\_\_\_\_

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Room 3 (Room Type) \_\_\_\_\_ (Products/Color Used) \_\_\_\_\_

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Room 4 (Room Type) \_\_\_\_\_ (Products/Color Used) \_\_\_\_\_

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Room 5 (Room Type)\_\_\_\_\_ (Products/Color Used)\_\_\_\_\_

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Room 6 (Room Type)\_\_\_\_\_ (Products/Color Used)\_\_\_\_\_

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Room 7 (Room Type)\_\_\_\_\_ (Products/Color Used)\_\_\_\_\_

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Room 8 (Room Type)\_\_\_\_\_ (Products/Color Used)\_\_\_\_\_

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**Project Owner Contact Information**

Please provide project owner(s) name and contact information:

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**Honor Statement**

I, \_\_\_\_\_, hereby certify that all artwork submitted for review is of my own and/or of my company, \_\_\_\_\_ (if applicable), and that I have project submission approval from said project owner(s).

\_\_\_\_\_

(Signature Decorative Artist)

\_\_\_\_\_

(Date)

**Additional Decorative Finisher(s) and/or Interior Designer(s) on project** (if applicable, name and contact information for credits)

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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](mailto: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](mailto: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.

**Faux Effects World®**  
**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:

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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.