



For Immediate Release

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INDIE BOOK PUBLISHER LAUNCHES NEW PUBLISHING MODEL WITH RELEASE OF ITS INAUGURAL FALL 2009 SEASON

Innovative independent publishing house, **HOL ART BOOKS**, celebrates the release of its first seven titles with the Fall 2009 season --including **MUSEUM LEGS** by debut author Amy Whitaker and **THOUGHTS ON LANDSCAPE**, the collected writings of esteemed American photographer Frank Gohlke.

The publication of these titles is a significant step forward for the ground-breaking publishing model **HOL ART BOOKS** established in 2008. A dramatic departure from traditional press, Hol's networked publishing system brings authors and publishing professionals together online to collaboratively identify, edit, design and promote its titles.

"Not only is this kind of networked model a better way to find and publish books, we also believe those books will ultimately be a better reflection of what readers themselves are looking for," said Greg Albers, Publisher and Founder of **HOL ART BOOKS**. "This season's release of our first team-published titles, and the ongoing work of new teams with new books on our website, is a testament to the potential of a system that empowers the passion and expertise of its users."

HOL ART BOOKS is shaping a center for creative discourse in the art publishing world by being a tool for booksellers, a resource for readers, as well as a user-driven decision making press. Hol is also the only press exclusively dedicated to writing on visual art—these are art books for book lovers.

"Ours is a more dynamic way to publish books. The value of a Hol title is not based solely on its financial potential, but also on how important the community deems the project to be." said Albers. "We set out believing that if we simply gave them the opportunity to meet, the tools to collaborate, and the outlet for their finished work, small, independent teams of people could successfully publish a book."

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