



Pastel Moods - Marioly Vazquez's – Press release

Marioly Vazquez's photography proves that urban structures and daily routine can take on a dreamy, quixotic sentiment with the right contrasts. No matter where in the world she is, she can always find the same welcoming beauty in each town, city or country, in the form of colourful blossoms, buildings and details.

Here at New Heroes & Pioneers, we love Marioly's work and knew her photography was very much deserving of its own book.

'Pastel Moods' is Marioly's first book. Drawing upon colour psychology, Marioly's photographic style examines how each particular colour tone inspires certain states of mind, and how these reflect how we go about our life.

What draws us to the cafes we visit, the buildings we live in? How does colour translate our personality via fashion pieces? How does nature's own colour palette affect our mood? Focusing on the colours most predominant in her work, each chapter explores a different colour tone, how it is used to speak to our psyche and what it evokes in us. Bathed in pastel hues, this book captures the deeper meaning behind how the colours we are surrounded by impact our mood.

In a world of bold and ostentatious colourways, each of the images captured by Marioly conversely offers a tranquillity and calm depiction of everyday scenes.

Perhaps one of the most prominent features of this collection is Marioly's use of everyday objects, buildings and landscapes that are captured in a new and interesting light. The tones of the book have playfulness, broadening our awareness as to how our favourite colours speak to our subconscious; Marioly reminds us that our choice of design, garments or urban environments rests on more than just sheer attraction.

The images appeal to a wide audience with a serenity and considered composition that a discerning viewer would appreciate, whilst still maintaining a zeal that a younger and more spirited mind can enjoy.

This book is part of the New Heroes & Pioneers 'Collective Shorts', new small collection of affordable, hard cover books from talented artists. We want to champion these artists, but making their work much more accessible to the art-book lover!

Marioly has a wonderfully bespoke style which transports us to a world familiar but also distant from our own. We can't wait for the release of this book and offer others the chance to explore this multi-award winning photographer's work.



Key information:

Publication Date: 1st April 2017 // Recommended Retail Price: GBP 16 // ISBN: 97891-878-15-256 // Page Count: 112 // Book Size: W170xH230 // Format: hard cover // Language: English

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Press information (image bank, logos ...) can be found at

http://thenewheroesandpioneers.com/pastel-moods_press/

ABOUT THE PUBLISHER

In early 2013, the New Heroes & Pioneers publishing house – based in Malmö, Sweden – was little more than the kernel of an idea in our minds. Our plan was to develop and publish a range of coffee table books containing a smart, interesting and eclectic mixture of art, culture and fashion.

What made this concept unique was that we were, right from the beginning, dedicated to being a vehicle for discovering and promoting new and unknown artists whose singular styles and perspectives make them stand out. The concepts of ‘making human connections’ and ‘giving back’ were woven into the fabric of the corporate culture and have become a clear and conscious part of every project since the company’s inception.

Three years later, the NH&P titles can be found across four continents and the publishing house remains on a persistent trajectory in exploring and publishing extraordinary culture.