



Stress Free Adult Coloring Book (Series 1): No Rules - Have Fun - Fractal Patterns (Volume 1)

Midwest Journal Press

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Color Yourself Stress Free

Coloring books are a form of adult therapy that have seen a growth in popularity in the 2010s. Adult coloring books reportedly bring people a sense of their childhood, and help with developing fine motor skills and vision, reducing anxiety and creating focus, and relieving stress and anxiety in a manner similar to meditation. *Concentrating on coloring may facilitate the replacement of negative thoughts and images with pleasant ones.* The books are also a way to get away from technology, which some regard as beneficial to people's health. Coloring books can be used by people who are uncomfortable with more creatively expressive forms of art.

The first commercially successful adult coloring books were published in 2012 and 2013, and began increasing in popularity in 2015. In April of that year two such coloring books became the top sellers at Amazon. By November it was reported by Amazon.ca that the books were a top wished for item with nine of the top ten consisting of such books. Also that month Crayola began offering its own line of adult coloring books.

Adult coloring books are offered digitally, via ebooks, digital apps, and coloring pages that can be colored online or downloaded. Users' digital work-products can be saved and shared. Dominic Bulsuto theorized that the trend of digital purchasing helped the spread of the genre, noting that the relative anonymous nature of the act allowed customers to feel more secure perusing books they would be embarrassed to buy in real life.

By 2016, Faber-Castell, a worldwide color pencil supplier, was reported to have trouble keeping up with demand for their products due to the craze, while Blue Star Coloring sold over a million titles in one year.

Criticism

Author Susan Jacoby has criticized adult coloring books, along with the popularity among adults of Young-Adult fiction, as "an artifact of a broader cultural shift. And that cultural shift is a bad thing." Jacoby believes the Great Recession has contributed to this shift, as adults unable to find employment have moved home to live with their parents. New York City futurist and blogger Dominic Bulsuto describes adult coloring book fans as "stuck in The Shallows, mindfully coloring books to counter the existential angst of living in a digital society." He goes on to say that "...the endless Internet parade of silly cat photos, infantile comments and adolescent memes has dumbed us down." However, Bulsuto ultimately sees the trend as a good thing, noting that *adults are increasingly buying books they want to buy, rather than books they are supposed to buy.* (Wikipedia)

This second edition is filled with new fractal designs that you can color any way you want. No Rules - Have Fun!

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