

PROPOSAL DOSSIER: UNKNOWN

Brad C. Bleich

SECTION 1: EXECUTIVE SUMMARY & PROJECT OVERVIEW

UNKNOWN is an oversized, luxury fine art coffee table monograph that challenges the traditional boundaries of the standard art catalog. Fusing the luminous, hyper-saturated intensity of digital abstract expressionism with contemporary existential prose, the volume presents a continuous, multi-sensory journey into the human interior landscape.

The core of the project is an autonomous, cross-medium dialogue between the digital canvases of artist Brad C. Bleich and the essays of author Stephen K. Ames. Neither medium serves a secondary, subservient role: the text does not seek to explain the paintings, nor does the artwork seek to literally illustrate the prose. Instead, they coexist on an invisible, thematic grid where—as the book's central thesis establishes—*"the writing opens the doors, and the paintings are the rooms."*

Spanning themes of societal automation, worldly power systems, fracture, and final spiritual awakening, *UNKNOWN* is structurally anchored in eight thematic movement blocks exploring the concept of "Horizontal Time"—the expansive landscape of the eternal now. It captures the psychological pivot away from the "vertical" rungs of career-driven achievement toward a raw, uninhibited curiosity to discover the unmet parts of the human soul. Completed and fully designed as a continuous 11 x 14-inch layout across exactly 154 pages, *UNKNOWN* offers traditional publishers a rare, press-ready masterpiece that balances profound intellectual weight with elite, high-end interior styling appeal.

SECTION 2: THE VISION & CONCEPT

The Core Philosophy: The Third Landscape

UNKNOWN establishes a profound creative paradox: utilizing the tools of the digital realm to construct an oasis for the human soul. While the modern digital environment often flattens or accelerates human experience, this project uses the digital canvas to do the exact opposite. It creates a "Third Landscape"—a sanctuary where interior textures, complex visual rhythms, and existential nuances can flourish. It is a deliberate monument to what can be achieved through deep, unhurried human focus in a contemporary medium.

The Cross-Medium Dialogue: Doors and Rooms

The foundational architecture of the volume relies on an autonomous, co-equal relationship between the digital abstract canvases of Brad C. Bleich and the existential prose of Stephen K. Ames. The book rejects the traditional, subservient format where text merely documents or explains artwork. Instead, they interact on an invisible, thematic grid. The prose serves a structural, psychological purpose—it opens the intellectual "doors"—while the adjacent paintings serve as the "rooms" where the viewer enters, pauses, and explores the emotional landscape.

The Axis of "Horizontal Time"

Departing completely from a linear or chronological art catalog, *UNKNOWN* is structured into eight distinct movement blocks exploring the vertical depth of a single moment. It targets the routine, passive way modern individuals look at visual imagery. By offering a reading experience that is "quietly slow," the book functions as an intentional contemplative journey. It guides the reader away from the career-driven, outward achievements of life and pivots them toward a raw, uninhibited curiosity about the unmet parts of the human spirit.

SECTION 3: TARGET AUDIENCE & MARKET FIT

UNKNOWN targets a highly profitable, tri-market segment that bridges premium interior lifestyle design, serious contemporary art collection, and deep contemplative literature.

1. The Luxury Home Decor & "Style" Market

High-end coffee table books have become foundational design elements for luxury residences. Featuring a striking, vibrant, stained-glass mosaic jacket wrap balanced by clean, modern typography, *UNKNOWN* is explicitly engineered to serve as a stunning visual centerpiece on any premium display table. The oversized 11x14-inch format commands physical space, directly appealing to interior designers, luxury architects, and design enthusiasts who actively purchase and style spaces with monographs from premium publishers such as Assouline, Rizzoli, and Phaidon.

2. Collectors and Students of Contemporary Digital Fine Art

As major global institutions—including MoMA and the Tate—continue to heavily acquire, validate, and exhibit digital masterworks, the market for serious digital art documentation has surged. *UNKNOWN* positions digital canvas execution as a deeply collectible, profound print medium. Crucially, the collection's certified "no-AI" human craftsmanship offers an authentic counter-narrative to modern automated media. This timeline of deliberate mastery speaks directly to curators, fine art collectors of abstract expressionism, and digital art enthusiasts demanding human intention.

3. The Literary & Philosophical Demographic (The Quietly Slow Seeker)

Beyond its visual brilliance, the volume captures a specific psychological demographic: individuals seeking a deliberate counter-narrative to a hyper-accelerated, tech-weary world. Readers of contemporary spiritual philosophy, psychology, and personal transformation—specifically those exploring mid-to-late-life transitions, existential identity shifts, and Carl Jung's concept of individuation—will be drawn to Stephen's meditative prose on presence and the concept of "Horizontal Time." It serves as a sanctuary for those looking to pivot from outward achievement to internal curiosity.

SECTION 4: BOOK SPECIFICATIONS & PRODUCTION VALUE

UNKNOWN is presented as a fully completed, production-ready luxury monograph. The layout handles complex textual hierarchy and high-resolution fine art imagery with generous spacing, explicitly designed to fit premium manufacturing signatures.

Technical Specifications

- **Trim Size:** 11 x 14 inches (Oversized luxury format)
- **Binding:** Hardcover, case-bound with a vibrant, full-bleed stained-glass mosaic jacket wrap and a refined linen/cloth base cover featuring debossed metallic foil stamping.
- **Volume Structure:** 154 pages total, optimized for premium large-format printing presses.
- **Paper Stock:** Premium heavyweight matte art paper (150–200 gsm), specifically selected to perfectly render the hyper-saturated, luminous gradients and intricate textures of the digital canvases without glare.

Front Matter & Structural Sequence

- **Title Page:** *UNKNOWN: Canvas, Word, and the Shifting Realms Within*
- **Foreword:** Contributed by noted curator/art professional Michael McHenry.
- **Introductory Essay:** *The Architecture of Attention* by Bradley C. Bleich.
- **Author's Preface:** Introductory philosophical framing by co-author Stephen K. Ames.
- **Table of Contents:** Structural gateway displaying the core thematic sequence.

The Eight Thematic Movements

1. **Movement I: Emergence** (The initial spark breaking through the dark)
2. **Movement II: Becoming** (The momentum of identity shaping itself)
3. **Movement III: Presence** (The anchor of your conscious being)
4. **Movement IV: Tension** (The natural friction of internal textures)
5. **Movement V: Fracture** (The breaking points where shadows touch)
6. **Movement VI: Disintegration** (The necessary dissolving of old forms)
7. **Movement VII: Awakening** (The remembrance of your original, untamed nature)
8. **Movement VIII: Silence** (The timeless stillness before a new cycle begins)

Rights & Territory Availability

The global publishing, distribution, and subsidiary rights for *UNKNOWN* are currently fully open and unencumbered. The creators are prepared to discuss flexible, mutually beneficial acquisition and distribution structures.

SECTION 5: MARKETING, PROMOTION & PLATFORM

Artist & Author Platforms

Brad C. Bleich (Artist)

Brad C. Bleich is a classically trained painter and sculptor who transitioned a lifetime of commercial visual mastery into a singular, eight-year digital canvas project. Formally educated in the fine arts, Bleich studied at The Dayton Art Institute (1972–1973) and Siena Heights University (1973–1976), majoring in Fine Arts with a dedicated concentration in traditional painting and sculpture. Following his early gallery work, Bleich channeled his spatial and compositional expertise into the emerging personal computer market. He spent years pioneering digital computer graphics and high-end 3D visualization for major international corporations—a path that led to a highly successful career in commercial advertising and video production, where he served as an Art Director and Creative Director. Based full-time in Florida since 1988, *UNKNOWN* represents Bleich's triumphant return to pure fine art, serving as a monument to a lifetime of visual experimentation translated into a contemporary digital medium.

Stephen K. Ames (Co-Author)

Stephen K. Ames is a contemporary philosopher and essayist whose work emerges from an uncommon intersection of identity, presence, consciousness, and lived experience. Working entirely outside traditional academic institutions, Ames's formal education ended in the ninth grade. For more than forty years, he has navigated the profound and complicated realities of living with schizophrenia, including periods spent in state psychiatric institutions. Living at the margins of conventional society, removed from the automated rhythms of mainstream life, Ames has pursued fundamental questions of existence through direct observation and sustained philosophical inquiry. His work stands as a radical act of self-determination, proving that profound intellectual insight belongs not to institutional credentials, but to those who have lived deeply and questioned persistently. *UNKNOWN* is the brilliant culmination of his lifelong interior journey.

Marketing & Promotion Strategy

1. The Narrative Launch Hook ("The Convergence at the Margins")

The primary public relations campaign will leverage an incredibly potent dual narrative: the intersection of a classically trained master of commercial creative environments returning to pure art, and a brilliant, non-credentialed outsider philosopher living with schizophrenia. This striking human-interest dynamic provides an extraordinary editorial angle for top-tier cultural, literary, and art publications (e.g., *The New Yorker*, *The New York Times Magazine*, *Artforum*, *Granta*, *Wired*).

2. Neurodivergent & Outsider Art Advocacy Networks

A targeted promotional push will connect with global organizations, curators, and publications dedicated to Outsider Art and neurodivergent creativity (e.g., *Raw Vision* magazine, the American Visionary Art Museum). By positioning Ames's essays as a landmark achievement in self-determination and mainstream intellectual contribution, the book will tap into a deeply passionate, highly supportive international cultural demographic.

3. Digital Legacy & B2B Industry Outreach

Leveraging Bleich's deep historical ties to the corporate computer graphics, advertising, and video production industries, marketing efforts will target premium tech-industry design sectors and international agency networks. This demographic represents a high-income, design-conscious audience primed for luxury coffee table asset acquisitions that carry profound human depth.

4. Immersive Cross-Medium Exhibitions

To mirror the book's "Doors and Rooms" thesis, promotional launch events will transcend traditional bookstore signings. We intend to partner with progressive, high-end contemporary galleries to host immersive launch exhibitions featuring large-format, backlit displays of Bleich's hyper-saturated artwork paired with live, sensory audio readings of Ames's existential prose, emphasizing a shared space of pure, unautomated consciousness.

5. Multi-Media & Author-Driven Social Campaigns

- **Director-Grade Video Assets:** Leveraging Bleich's professional background as a commercial video Creative Director, the creators will deliver a series of short, professionally produced promotional videos. These cinematic spots will highlight the physical scales of the work, the 8-year non-AI manual process, and selected audio readings of the prose, providing the publisher with premium, press-ready digital marketing assets.
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 - **Sustained Grassroots Engagement:** The author and artist have committed a dedicated block of two hours per day exclusively to active social media promotion, platform building, and direct audience engagement across visual platforms (Instagram, Substack, Reddit, TikTok).
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 - **Media Availability:** Both creators are fully committed to and available for regional or national media interviews, podcast appearances, panel discussions, and personal gallery appearances to aggressively back the publisher's PR campaign.
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SECTION 6: SAMPLE MATERIAL (THE PORTFOLIO)

1. Complete Digital Interactive Review (FlipHTML5)

Publishers are provided with an exclusive, secure link to an interactive digital flipbook hosted via FlipHTML5.

- **Review Link:** https://online.fliphtml5.com/Unknown_Review/iqmb/
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2. High-Resolution Portfolio Selection Upon Request

A curated PDF file containing 15 select, print-ready spreads representing the visual and thematic peaks of the eight movements.