

Winsor & Newton presents retail excellence at Creativeworld

NEW SHOPPER MARKETING RESEARCH PRESENTED USING NEW TECHNOLOGY

Winsor & Newton utilises shopper research to define their designs and develop and implement their in-store solutions through the principles of Attract, Engage and Convert. To demonstrate their initiatives over the past year, Winsor & Newton will present an interactive experience to engage our customers further.

A projection of three five bay planograms for Water colour, Oil and Acrylic will reveal supporting statements and unveil impact on sales as result of in store implementation. Winsor & Newton is committed to developing tools and assets to enhance the customer environment and increase footfall and sales.

LOU BLACKSHAW SCULPTURES REVEAL NATURAL ORIGINS OF WINSOR & NEWTON WATER COLOUR PAPER

Market leading art suppliers Winsor & Newton, famous for water colour paints and brushes favoured by Queen Victoria and JMW Turner, introduced a new paper range to complement their water colour paints in 2017. To coincide with the launch of the new Winsor & Newton Water colour paper freelance set designer, prop maker and art director, Lou Blackshaw, sculpted her interpretation of a cotton bud, a reminder that W&N Water colour paper is made from 100% pure cotton.

Paper craft begins by selecting the finest ingredients - 100% cotton or cellulose wood pulp with pure spring water. These ingredients go through an authentic, artisanal production process which dates back to the 19th century, using a traditional cylinder mould at a paper mill in France.

Lou's previous projects span across editorial work with The Telegraph, Stylist, Wallpaper* and Harper's Bazaar to advertising projects and collaborations with Selfridges, John Lewis, Burberry and British Airways. For the Winsor & Newton launch, Lou has created specially commissioned paper sculptures, using Winsor & Newton's new paper range as her medium. Inspired by the core material of the premium 100% cotton paper, the graphic sculptures demonstrate the resilience and structural prowess of the paper.

ABOUT LOU BLACKSHAW:

Lou is a London and Gloucestershire based set designer, specialising in paper sculpture. She works for advertising and editorial clients including Cos, Wallpaper, Selfridges, Nike and Burberry.

Visit www.loublackshaw.com for more information

Lou Blackshaw's sculpture, which was first shown in the windows of Cass Art London, will be on display throughout Creativeworld on the Colart Stand D04 in Hall 4.2

ABOUT COLART:

The Colart Group is the global parent company of the world's most popular art material brands. Taking inspiration from artists to create innovative products, Colart fuels creativity not just for professional artists but for all creative industries and individuals.

From supporting emerging artists through its residency programme to developing cadmium-free paint, Colart's mission is to provide sustainable, creative tools and services to release pure expression. The Colart group employs around 1,500 people in 16 countries and its products are sold in over 120 countries worldwide.

Colart, whose Head Office is in London, is owned by Lindéngruppen, a family business focusing on long-term development of industrial companies.

Visit **www.colart.com** for more information