

## Colart communicates new vision and mission at Creativeworld

**In January 2017 Colart will be introducing their new company vision of *inspiring every artist in the world* at Creativeworld: the world's biggest trade fair for artist materials**

With a turnover of £140 million, the Colart Group is both the leading supplier of artist materials globally and the parent company of the world's most popular paint brands including; Winsor & Newton, Liquitex, Lefranc Bourgeois, Reeves, Snazaroo and Conté à Paris. Colart's unique combination of heritage art brands and innovation has created a world leading position in the global art material industry.

Colart is the leading supplier of colour products to the education and craft markets, employing 1,500 people in 16 countries and selling its products in 120 countries worldwide. Colart produces everything an artist could need from acrylic, oil and watercolour paints to colour pastels, artist pencils, marker pens and handmade brushes, to canvases, sketch pads and artist surfaces, as well as face paint.

The Colart brand portfolio has a strong heritage with deep roots. Famous artists who have and who continue to use Colart products include Turner, Constable, Lowry, David Hockney, Damien Hirst, Francis Bacon, Lucien Freud as well as Delacroix, Degas and Picasso.

**New CEO, Dennis Van Schie, reflects on his first year at Colart**

2017 will mark an important turning point for Colart as it continues to transform from a manufacturer of specialist artist materials, to a lifestyle brand creating products for a new generation of creatives, with CEO Dennis van Schie at the helm.

Since joining Colart van Schie has developed a new business strategy for the company which includes a new vision: inspiring every artist in the world, and a new mission: to provide sustainable, creative tools and services to release pure expression. He says:

*"I have fallen in love with this industry, and think that we have a very bright future. The creative industry is growing on a global scale, and the need for new, innovative tools is growing, especially in the digital landscape. At the same time most creative processes begin by using more traditional tools. Creativity is not only important in driving innovation in the business world; it also brings people together. Art is a universal language."*

**The Creative Industry in 2017**

In the last year the creative industries outstripped manufacturing industries in terms of both employment and economic value meaning that more people than ever are working in the creative industries. The creative industries make up 1% of the world's GDP which is more than the total GDP of India\*. Colart supplies creative materials, not just to artists of all abilities and ages, but to everyone working in the creative industries, from illustrators, fashion designers, architects, engineers, graphic designers, typographers, animators, product designers and set designers to stylists, children's authors, prop makers, makeup artists, gardeners, interior designers, visual merchandisers, art directors, teachers and gallery technicians.

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## Colart's relationship with the art community

Colart already has an outstanding record in its relationship working with artists. The Colart Head Office houses not only the Innovation & Development laboratories and offices for their leading paint brands but two artists' studios and the Griffin Gallery, a contemporary art space which hosts critically acclaimed art exhibitions throughout the year. In 2017 artists including Gavin Turk, Richard Deacon, Rachel Whiteread, Phyllida Barlow, Henry Hudson, Glen Brown and David Mach will be exhibited at Colart's Griffin Gallery.

Artists who have recently worked with the Innovation & Development laboratories, have taken a residency in Colart's artists' studios or have been assisted by Colart chemists in their research include:

Onya McCausland who is investigating the origins of earth pigments for her project 'Turning Landscape into Colour.' Bea Haines, who has turned her uncle's ashes into paint pigment for a series of watercolour paintings. Corrie Baldauf who worked with Liquitex on 'Gold Zero' the largest gold painting in the UK, covering 230 square metres of concrete, on top of Television Centre in White City. Liquitex is also the first paint brand to introduce a cadmium-free paint for professional artists. Zsafia Schweger won a six-month residency at Colart's headquarters, producing work that was exhibited at both the Griffin Gallery and for the Bloomberg New Contemporaries show at the ICA .

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## Notes to Editors

### About Colart:

An annual turnover of £140M  
Products are sold in over 120 countries worldwide  
10 sales offices worldwide  
1,500 employees in 16 countries  
5 production units and 4 distribution centres  
Colart's three biggest markets are the USA, UK and France

### Company Biography:

Colart employs 1,500 people with subsidiaries operating in 16 countries and are supported by a cohesive international network of independent distributors. Altogether, Colart products are sold in over 120 countries worldwide.

To meet the needs of this large and diverse market, Colart operates 5 production units and 4 distribution centres. The main shareholder of Colart is the privately owned Lindéngruppen in Sweden, which also owns the Beckers, Höganäs AB and Moorbrook Textiles.

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. Colart also owns and runs the Griffin Gallery to support emerging artists and showcase the best national and international artists. The gallery's residency program centres around the use of materials as a central part of creating contemporary art.

### Colart vision:

Inspiring every artist in the world

### Colart mission:

To provide sustainable, creative tools and services to release pure expression

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## The Colart Brands

### **Winsor & Newton**

Founded 1832

Winsor & Newton is committed to the pursuit of perfection. Ever since it was founded by the partnership of chemist William Winsor and artist Henry Newton it has been a driving force in developing colour chemistry, pioneering art materials, and key developments within fine art practice.

### **Reeves**

Founded 1766

Reeves, founded at a time when art was synonymous with tradition, is a brand that champions creativity. Offering a comprehensive portfolio of creative tools, Reeves seeks to guide and inspire every generations keen creative; simplifying and democratising the benefits of art.

### **Lefranc Bourgeois**

Founded 1720

A pioneer in fine art colour, materials and tools. The two founders combined their botanical, biological and visionary skills to define the natural origins of iconic pigments. Today, their broad range of fine art, children's and craft products are made to the same exacting standards.

### **Liquitex**

Founded 1955

The world's leading acrylic artist paint brand. Liquitex was the first water-based acrylic paint created in 1955 and since then they have partnered with artists to ensure that they continually evolve and innovate – resulting in a long history of acrylic innovation.

### **Conté à Paris**

Founded 1795

Frenchman Nicolas Conté created the pencil as we know it. Used by masters like Delacroix, Degas and Picasso, Conté à Paris pencils, pastels, crayons and charcoals have changed the face of art – and are considered to be amongst the best drawing materials in the world.

### **Snazaroo**

Founded 1989

Snazaroo is the leading choice for quality and high standard face paint. Snazaroo celebrates childhood and provides the essentials for tapping into the joys of transformative play, with the best in face painting products and inspirational, simple and easy to follow step-by-step guides.

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**Colart is exclusive worldwide distributor for ARCHES - 2017**

### **ARCHES**

Founded 1492

For more than five centuries the ARCHES paper mill has been producing the finest materials for art and literary greats. Over the centuries, quality has always been paramount and today the manufacturing process brings together traditional techniques with the very latest advances in papermaking technology.

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## References

\* Ernst & Young report

Visual Arts employs more people than any other creative industries, accounting for 43% of the entire creative industry workforce and has the second highest economic value in the creative industries after Television.

CCI sales worldwide exceed those of telecom services (US\$1,570b globally) and surpass India's GDP (US\$1,900b). With 29.5 million jobs, CCI employ 1% of the world's active population. CCI have more workers than South Korea (26.6 million people), or the combined population of Paris, New York and London.

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## CONTACT INFORMATION

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