

# Creative professionals star in Colart *loved by* campaign

*Colart's new communications campaign 'loved by', which will preview at Creativeworld 2018, stars creative professionals with global reputations.*

Founded in 1991, Colart has been focussed on supporting their historic brands and learning from artists in order to create innovative products that can inspire every artist in the world. Colart has created a series of four films featuring an artist, print designer, fashion designer and creative director as part of an ongoing series titled 'loved by', which illustrated the groups findings that Colart's broad range of products are utilised by a wide range of creative industries.

The creative industry is growing. In 2015, creativity was named as the third most important skill to possess in 2020 by the World Economic Forum. And a staggering 75% of people think they are not living up to their creative potential. This finding was part of a global-benchmark study, conducted by Adobe and released in 2012, about how creativity is perceived and valued in different regions.

Colart believes that there is creativity in everyone, so they want to hero the creatives. Their mission is to be there to meet the increasing demand for creative tools and services, by listening to this unique audience and continuing to make sustainable, innovative products that not only enable people to release pure expression, but also inspire people to try new ways of expressing themselves.

"We are currently on a very important transformational journey that is bigger and more important than ourselves. Art is a universal language and brings people together. Our mission is to supply the growing creative community with the tools and services they need to express themselves. This campaign highlights the potential for our industry and how important creativity is for a growing and more sustainable world economy", says Dennis van Schie, CEO Colart.

For the new 'loved by' series, Colart chose to represent creativity with industries which use creative tools to communicate ideas. The cast of these films are passionate about creativity, for example, print designer Kelly Anna believes that 'naturally, we are all creative'. And for Stewart Parvin, couturier with a Royal Warrant, 'it's an excuse to say you can't be creative'.

## **THE CAST:**

### **KELLY ANNA:**

A Print Designer who creates bold, colourful illustrations using a broad range of media. In high demand, Kelly has recently worked with Nike, Illustrated People, and the Art of Ping Pong and is a freelance print designer for Sophia Webster. For every design, before moving onto digital tools, Kelly will sketch, paint, and draw because for her "it all starts with the material".

**3 Favourite Tools:** Promarker pens, paper for paper collaging and a laptop

### **GRAEME BLACK:**

A Creative Director, he uses our products to create mood boards and creatively communicate his ideas to fashion houses such as Hugo Boss, Desa and Les Copains. Graeme has had his own design consultancy business since 2005 specialising in fashion strategy, collection design development, through to branding and store development.

**3 Favourite Tools:** The pencil, water colour paper, and a beautiful brush

### **GORDON CHEUNG:**

Gordon uses materials in an unorthodox manner – he takes our paint moulds it, sprays it and layers it to create unusual sculptural landscapes on the canvas. Represented by galleries in London, Hong Kong, Miami and Dubai, Gordon's unfamiliar use of materials has proved popular perhaps because he has "nurtured his core reasons for making art".

**3 Favourite tools:** Computer, spray gun and paint

### **STEWART PARVIN:**

A Couturier with over 25 years' experience of making clothes for the rich and famous. His hands on attitude towards the creative process and his exacting eye for technical detail have helped him to produce renowned outfits. Even to this day every single one of his designs begins with a sketch and a technical drawing, made by Stewart.

**3 Favourite Tools:** Marker Pens, My enormous Victorian tailor shears, and paper

For questions about the campaign please contact Karin O'Connor, Global Transformation and Communications Director of Colart:

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### **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 Lindégruppen, a family business focusing on long-term development of industrial companies.

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