

The Blue Room Project

TFAC UK

In early 2019, Colart launched an [innovation and insights collaboration](#) with Central Saint Martins, part of the University of the Arts London. The collaboration is made of different experiences, programmes and projects, one of them being the Blue Room Project.

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The Blue Room project was the first experimental teaching event held at Central Saint Martins as part of this collaboration.

This type of teaching aims to discover ideas of alternative use of our existing products, to identify engaging ways of communicating as well as new product/service ideas. We are using outputs from the Blue Room project, e.g. documentation of the event and student artworks, to see how it contributed towards the aim above.

It was organized by the academic staff at Central Saint Martins along with Stephanie Nebbia (TFAC Manager). The project took place in October 2018 and comprised of a workshop, open studio, and film screening.

Just under 50 first year Fine Art students attended the workshop and experimented with Colart materials in conjunction with video production tools such as blue chromakey stage set, cameras, tripods, and lights. On the Colart side, students used a variety of blue materials from Winsor & Newton, Reeves, Liquitex and Snazaroo.

The results from these experiments were shown at an Open Studio and film screening, attended by staff and students across UAL.

Here are some examples of the students' experimentations:



