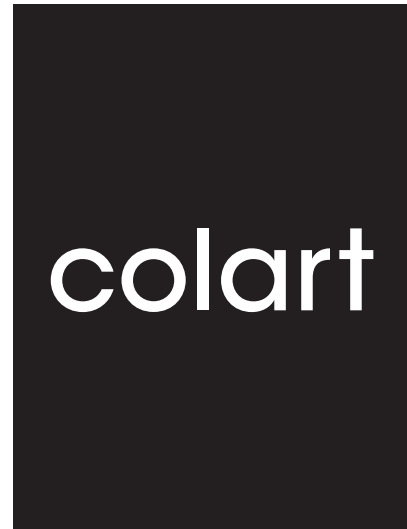


HERO THE CREATIVES

LOVED BY...

**ARTISTS
FASHION DESIGNERS
ILLUSTRATORS
PHOTOGRAPHERS
MUSICIANS
GRAPHIC DESIGNERS
ARCHITECTS
STUDENTS
CHILDREN
PRINT DESIGNERS
CARTOONISTS
PARENTS
TEACHERS
TATTOOISTS
FURNITURE DESIGNERS
SET DESIGNERS
STYLISTS
JEWELLERY DESIGNERS
DIRECTORS
CURATORS**

...AROUND THE WORLD





Liquitex

**LEFRANC
BOURGEOIS**
PARIS

reeves

snazaroo

Conté à Paris
DEPUIS 1795

ARCHES

ELEPHANT

**WELCOME
TO THE HOME
OF CREATIVITY**

COLART

OUR MISSION IS TO PROVIDE SUSTAINABLE, CREATIVE TOOLS AND SERVICES TO RELEASE PURE EXPRESSION.

We are a truly international company, and our beloved brands have enthused artists and creative thinkers for generations.

Based in London, we inspire artists in over 120 countries, by combining heritage and tradition with the latest technology.

Colart is currently undergoing an exciting transformational journey, guided by our vision of inspiring every artist in the world. We believe there is an artist in everyone, and that the world needs more creativity.

Our 10 commercial offices, 5 factories and 4 distribution centres create a unique global network for our customers, partners and consumers. Our beloved brand portfolio will serve artists for generations to come, and our 1,500 employees worldwide are fully committed to make it happen.

We are active in local and global artists' communities, and our Fine Art Collective reaches 30,000 students every year, through a unique consumer engagement program.

We are firm believers in innovation and have our own innovation and development lab in London. As a company, we see no conflict between increasing business growth and reducing our environmental footprint.

For us, reducing environmental impact and increasing social responsibility is more than just a moral commitment, it adds long-term value to our company.

Lindéngruppen, a family business focusing on long-term development of industrial companies are our owners.

LOVED BY...

The creative industry is growing, and our mission is to be there to meet the increasing demand for creative tools and services. Now and in the future.

Creativity has been named by the World Economic Forum as one of the most important skills to have in 2020. Our belief is that art is a universal language and that there is an artist in everyone. We also believe that creativity play an important role in society as well as in the business world.

We want to hero the creatives. The following four people are living a true creative lifestyle, where they are not only inspiring others around them - they are making a difference in people's lives.

Opposite / clockwise:
Kelly Anna, print designer
Graeme Black, creative director
Gordon Cheung, artist
Stewart Parvin, couturier



**FIND OUT MORE
COLART.COM/LOVED-BY**



Loved by

KELLY ANNA
PRINT DESIGNER

Kelly Anna is 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. She is also an in-house 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".

FAVOURITE TOOLS

Promarker pens
Paper for collaging
Laptop

Kelly Anna using a Liquitex Paint Marker to design a print for an upcoming project



Loved by

GRAEME BLACK **CREATIVE DIRECTOR**

Graeme Black is 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.

FAVOURITE TOOLS

A pencil
Water colour paper
A beautiful brush

Winsor & Newton Cotman water colour
brushes in Graeme Black's London studio



Loved by

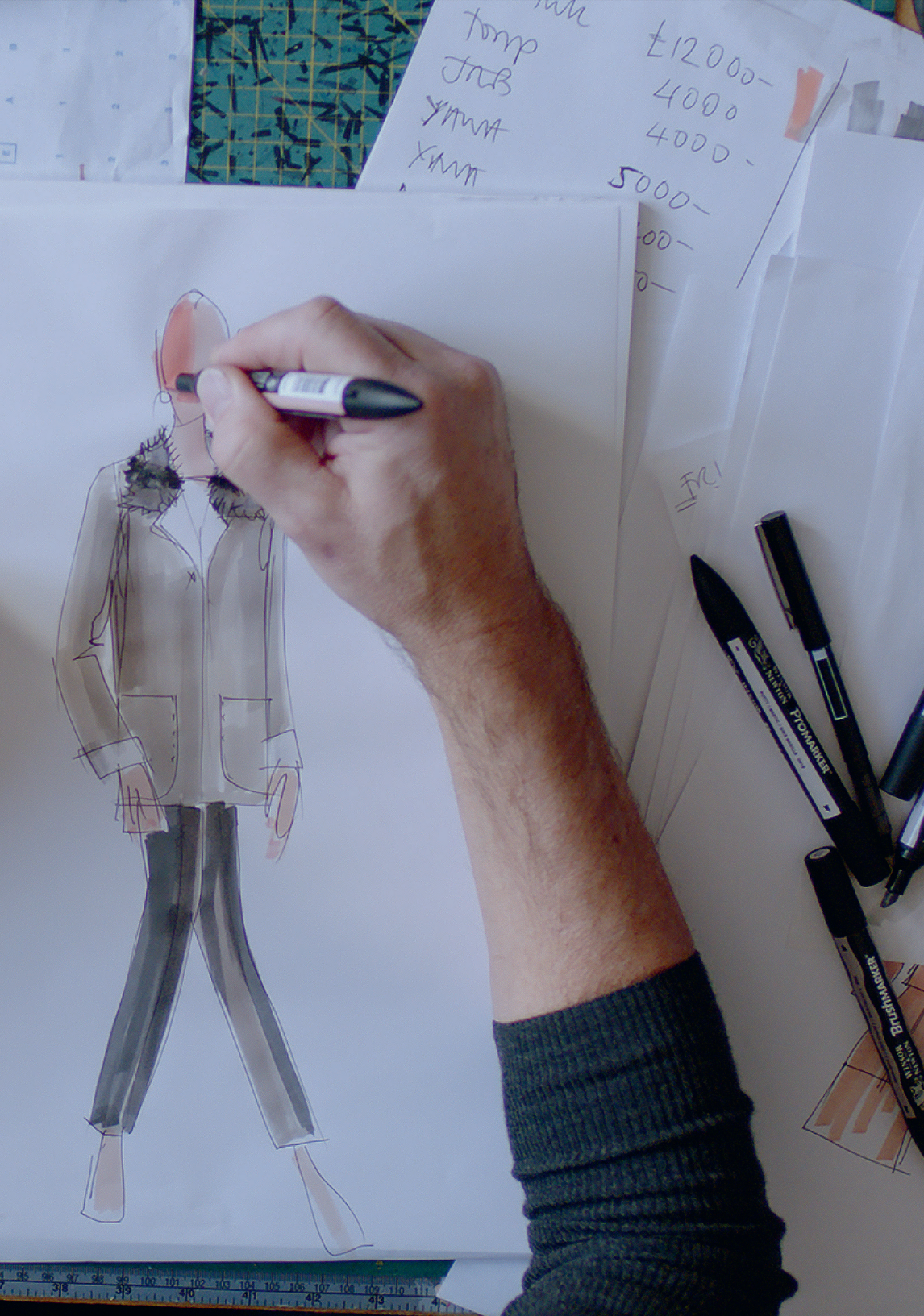
GORDON CHEUNG **ARTIST**

Gordon Cheung 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”.

FAVOURITE TOOLS

Computer
Spray gun
Paint

Gordon Cheung using his own technique of applying paint to his paintings using a spray gun



Loved by

STEWART PARVIN COUTURIER

Stewart Parvin is a Couturier with over 25 years' experience of making clothes for the most discerning clients. 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.

FAVOURITE TOOLS

Marker pens
Tailor shears
Paper

Stewart Parvin sketching a design using a Winsor & Newton ProMarker in his West London atelier

OUR BRANDS

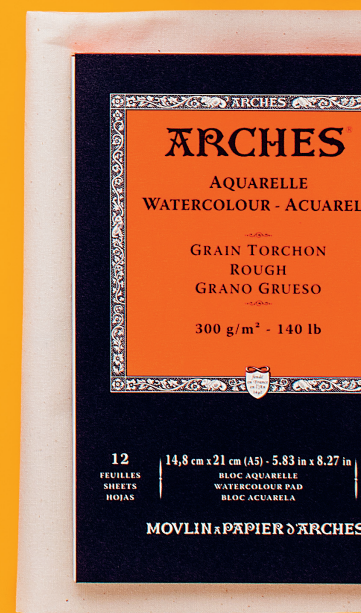
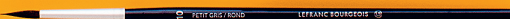
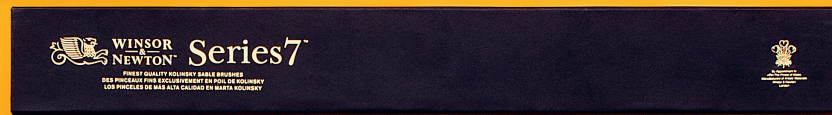
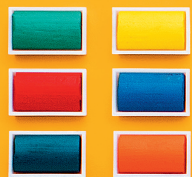
**Our brands are at the heart of our business,
and their unique heritage dates back to
the 18th century.**

We are committed to nurturing and developing these respected brands. We do this by celebrating their diversity, fostering their individuality and preserving the unique elements of their heritage.

At the same time, we constantly respond to the changing needs of artists by improving the performance of our product ranges through the application of the latest available technology.

Today, Colart is the world's leading artist's materials company, and through our brands we deliver true inspiration.







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.

The Pursuit of Perfection

Famous for supplying the Series 7 brush to the Royal Households since 1841, Winsor & Newton is also passionate about education and recently created masterclass: a series of online professional learning tools for artists.



Our Brands



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.

Art Without Boundaries

The Liquitex product range is all about giving artists freedom to make art without worrying about their materials. Artists can use Liquitex safe in the knowledge that each product is intermixable and safe, even more since they launched their new range of cadmium-free colours in 2017.

liquitex.com



Our Brands

LEFRANC
BOURGEOIS
PARIS

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.

Liberéz vos émotions

For Lefranc Bourgeois to paint is to travel in a world of colours, materials, and sensations. It is to throw oneself to the ground, to seek and reach the moment when the colour is expressed. An epic that allows each painter to finally mark his canvas with a universal language: pure emotion. Their campaign #liberevozemotions encapsulates their new visual identity, new packaging and new range of oil colours.

lefrancbourgeois.com



Our Brands

reeves

Reeves

Founded 1766

Reeves which recently underwent a transformation and relaunch, is a brand that champions creativity. Offering a comprehensive portfolio of creative tools and activities, Reeves seeks to guide and inspire every generations' keen creative; simplifying and democratising the benefits of art and creativity.

Show Your Colours

You can follow their campaign to unleash creativity in everyone by following #wearareeves!

myreeves.com



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.

Paint a smile

It's not just Snazaroo's products that are held to the highest standards of quality, their presence online and in stores is also of high importance.

Snazaroo offers a wide range of inspirational material to make sure that using their products is easy. For example, they asked parents on Facebook what their children's superpower would be and then helped them bring these characters to life.



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.

Parisian roots

Dating back over 200 years, Conté à Paris is the definitive artist's pencil, pastel and charcoal brand. They redesigned the packaging in 2012 avoiding the typical approach of showing sample drawings on packaging, and instead went back to the brand's Parisian roots to show images of that great city: to inspire and leave the drawing to the artist.

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.

Centuries of History

Colart has been the exclusive worldwide distributor for Arches fine art papers since January 2017. We are proud to be able to expand the Arches product offer to new customers and geographic areas through our global distribution network, and enhance the visibility of the Arches brand through collaborations with Winsor & Newton.

arches-papers.com





Elephant

Founded 2009

Elephant is a renowned quarterly art culture magazine with distribution in 19 countries. Their head office is located in London where they offer a unique set of creative services including editorial, print and distribution. In order to secure some of the most inspirational and creative premium content, Elephant partners with some of the world's most innovative companies.

Life Through Art

Direct, spontaneous and multi-disciplinary, Elephant aims to survey the international contemporary art scene with more energy and depth than any other magazine in print or online. Their new website elephant.art offers the same dedication to capturing the sensual pleasure of art and offers readers another platform to experience their eloquent and opinionated writing.

elephant.art

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**WE ARE
INSPIRING
EVERY ARTIST
IN THE WORLD**

COLART.COM
#INSPIRINGEVERYARTIST