

# Winsor & Newton X Business Insider

## Why is oil paint so expensive?

A few months ago, Winsor & Newton were approached by Business Insider to create a video about the making of oil paint.

Business Insider is a fast-growing business site with deep financial, media, tech, and other industry verticals. Launched in 2007, the site is now the largest business news site on the web.

After a day of filming in Le Mans, they produced the video below, have a look! There's already been over 4.6 million views.

We'd also like to thank all the people involved in the making of this video, particularly Dominique Murzeau, Stéphane Baudet, Gregory Brossard and Guillaume Cordier!

[Click here](#) to watch the video.