

Sing for Hope The Colart piano keys

In 2019, Liquitex [launched a partnership](#) with Sing For Hope, a global non-profit organisation dedicated to transforming lives by using the power of the arts to create a better world.

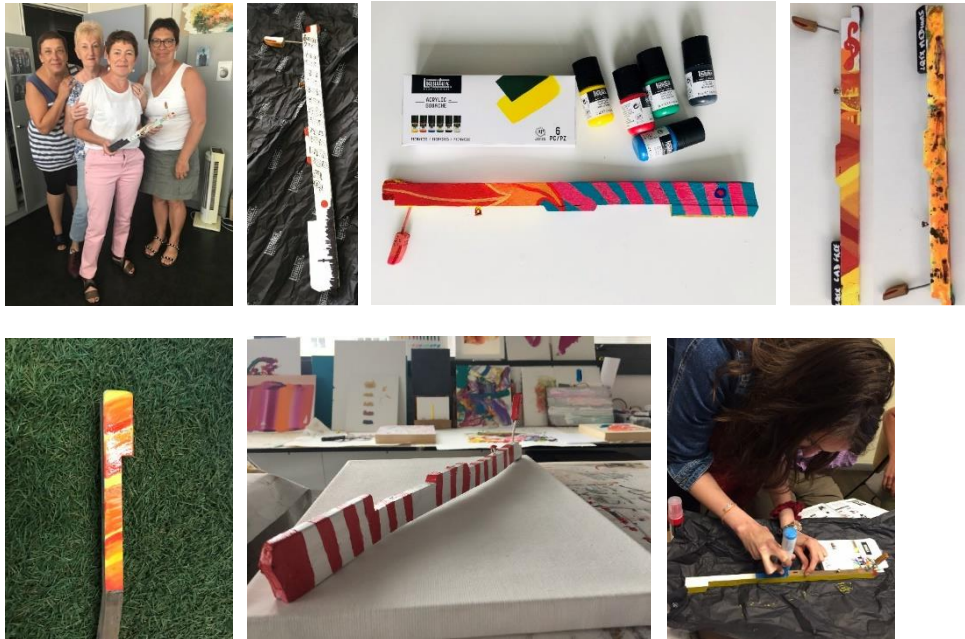
In celebration of this partnership, the Liquitex brand team in Piscataway invited every Colart team across the world to contribute to an internal art installation that would reside in Colart's North America Office.

Each team received a piano key to design and paint however they wished using Liquitex materials. The creation was up to the teams' imagination. Once the keys were completed, they were mailed back to Liquitex in Piscataway.

Have a look at the teams creating their keys:

Over the summer, the following teams shared their creation on the Intranet wall, including the Head Office People Team, the UK Marketing Team, Colart China, Colart Italy, the Digital Team, Le Mans, Kidderminster, Colart France, Colart DACH, Colart Poland, the NPD Team, the Shopper Marketing Team, the Regulatory Team, Minehead, Colart Iberia and Dennis!



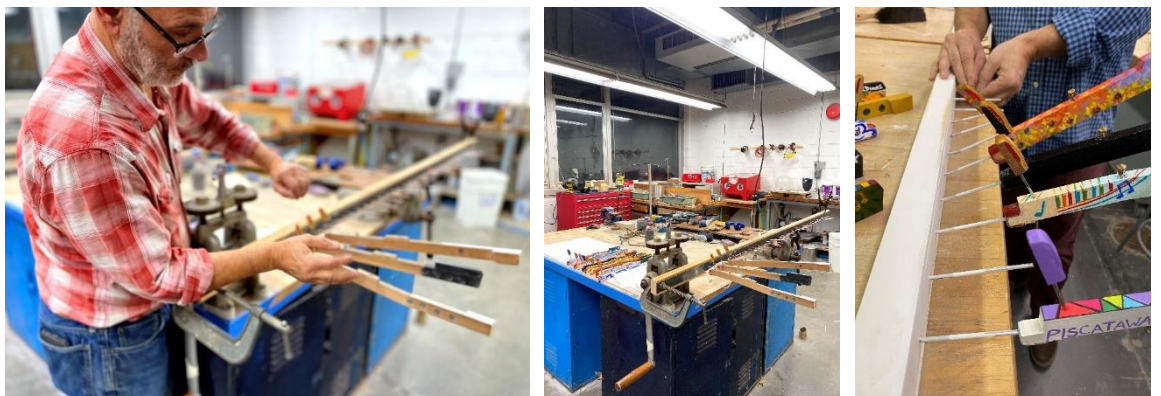


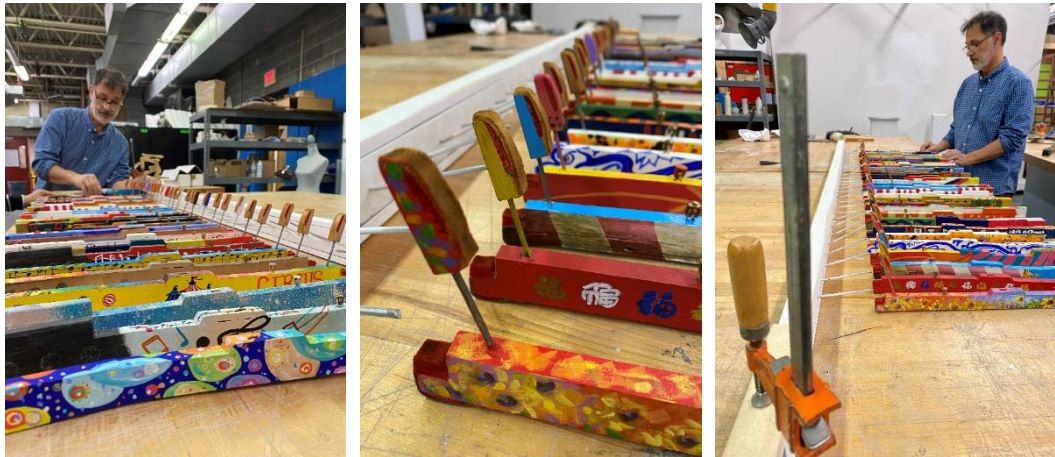
29 keys were received by the Liquitex team, an amazing global effort!



What happened next?

At the end of 2019, all keys were put together by artist Gary Fredriksen, look at the pictures of the installation:





The final installation

At the beginning of 2020, the final collaborative global piece of art was hanged in the Piscataway office, looking great:



Thank you!

Thank you to the Liquitex Team for organising this amazing Colart-wide project! This piece is a proud testimony to our partnership with Sing For Hope and to our global company!

