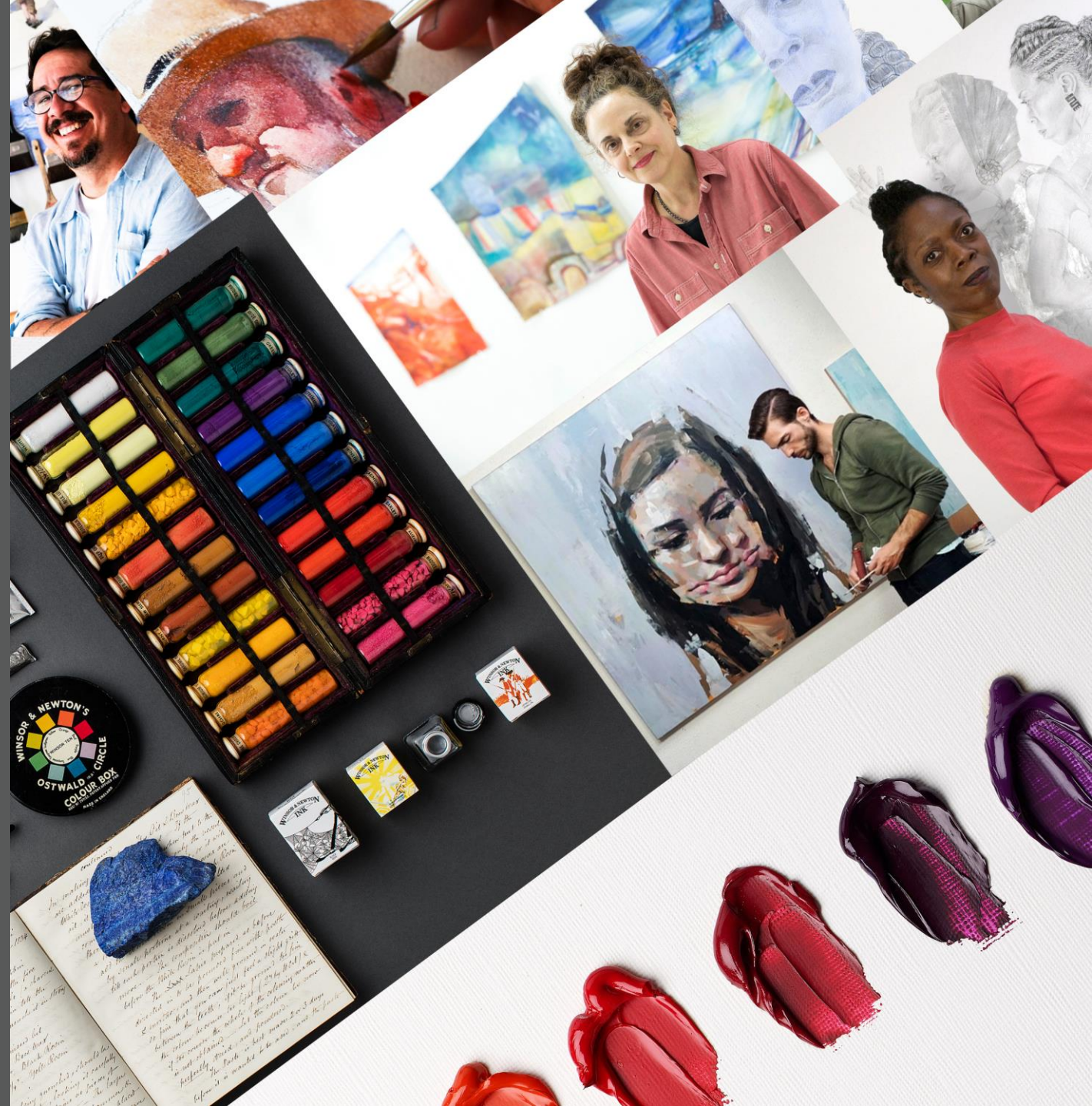




# Town Hall

02.07.2021

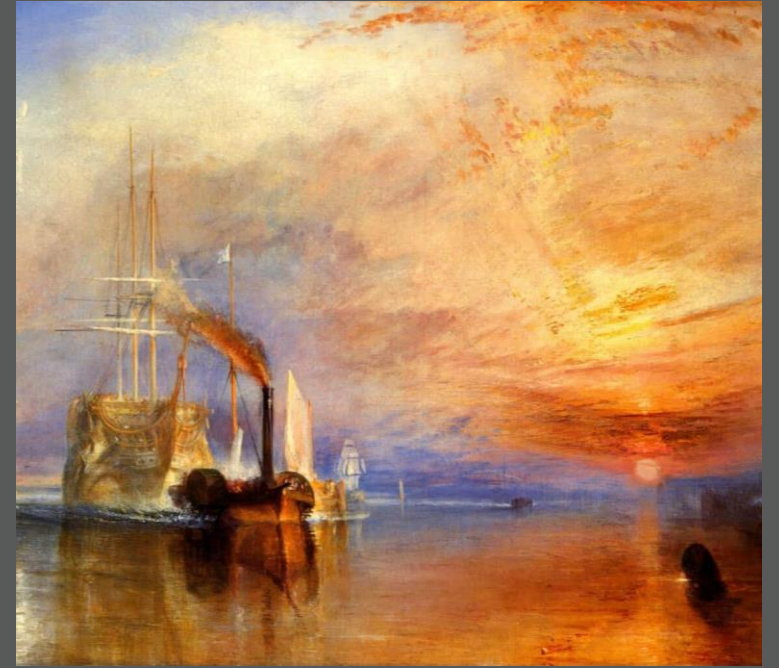




*William Winsor*



*Henry Newton*



*J.M.W. Turner*

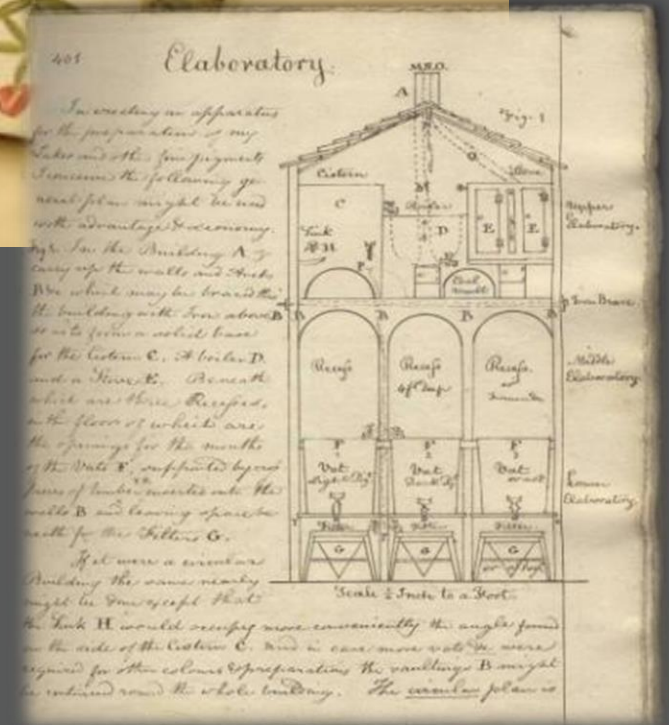
# Our Founders

1832 - Today

# George Field

Outstanding colour maker

1777 – 1854



# Pigments



# ORPIMENT

- Rich lemon or canary yellow
- Good stability
- Arsenic sulphide naturally occurs widely - relatively small deposits
- Very Toxic!

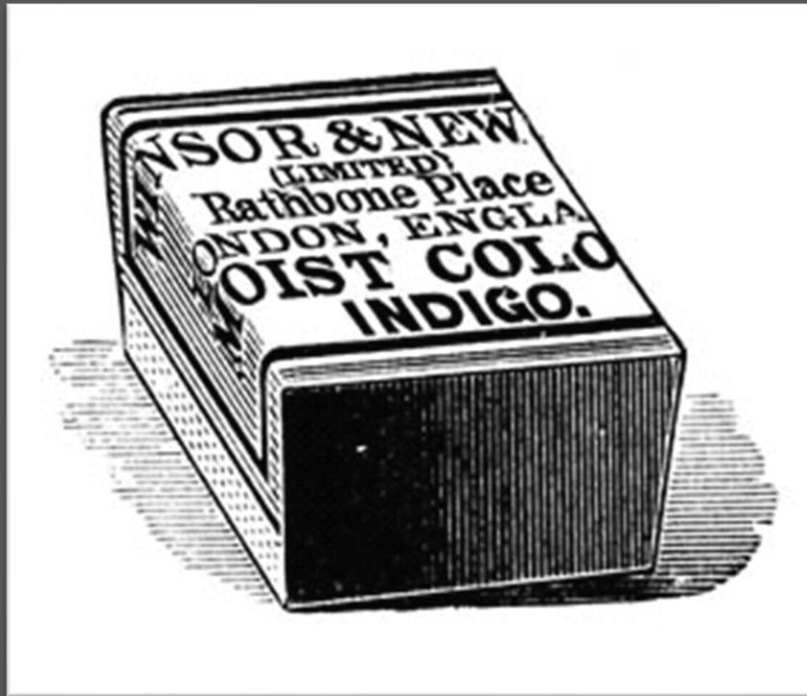




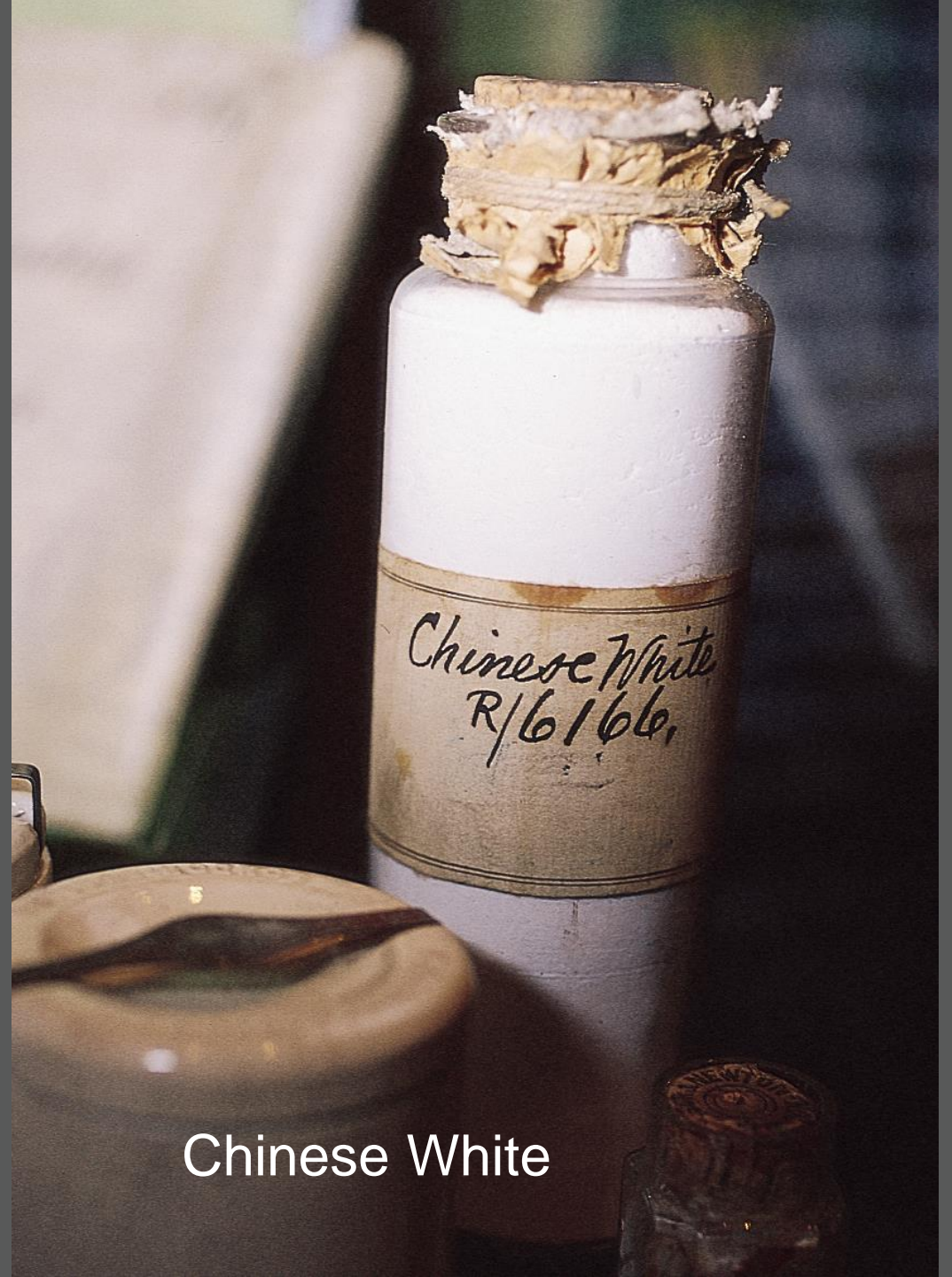
Cadmiums remain among the most popular reds, yellows and oranges used by painters today they are unique in their opacity and brightness.

They are expensive as they are made from cadmium; a rare heavy metal that must be mined, processed and fused extensively before being ready to be made into paint.

# Early innovations

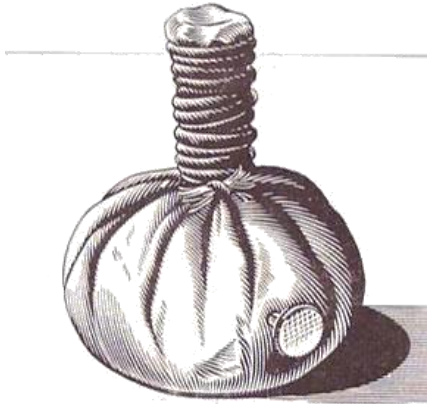


Moist watercolour



Chinese White

# Invention of the collapsible tube



1840



1841



# Royal appointment

1841



# Entering Education

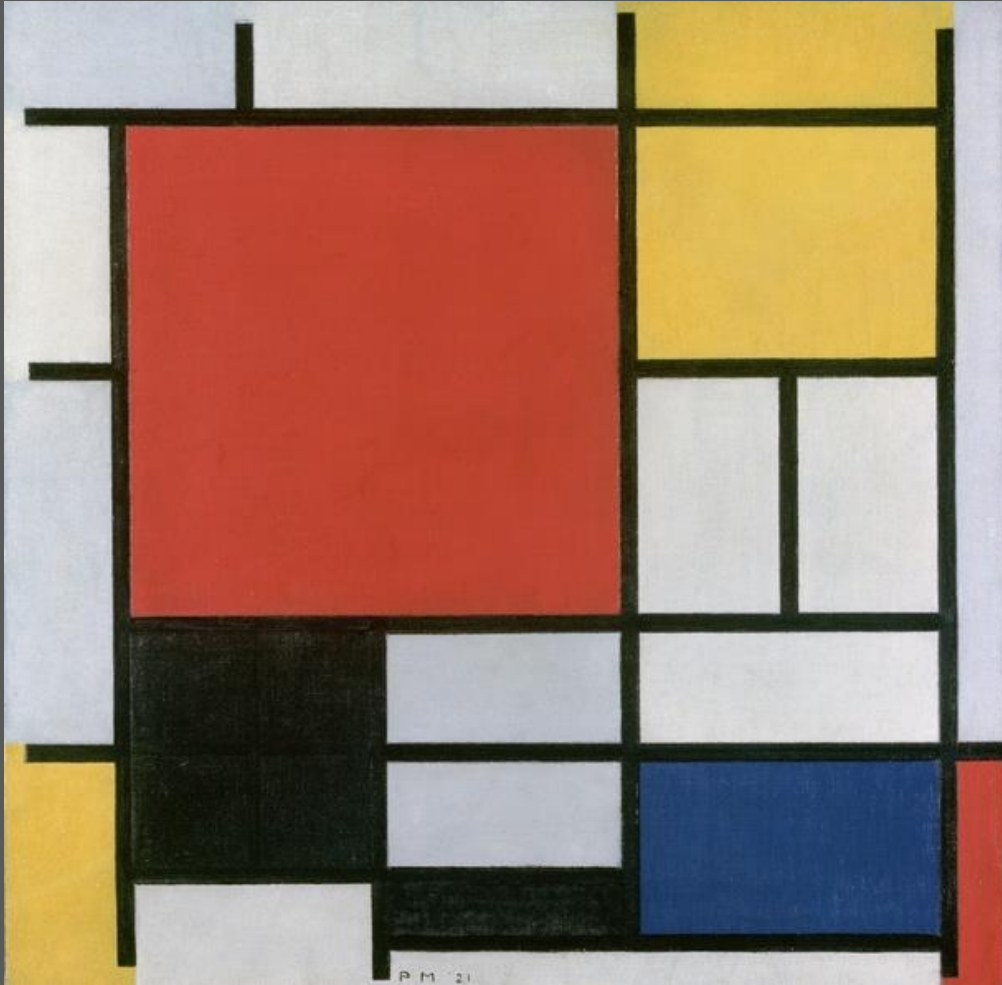


WILHELM OSTWALD  
1853—1932

From the Bas-relief by C. Seffner.

# Role in the Bauhaus

Mondrian



Bauhaus



# Innovation through the years

Composition & Permanence  
- 1892



Artists' Acrylic - 1971



Artisan - 1998



Designers' Gouache -  
1937

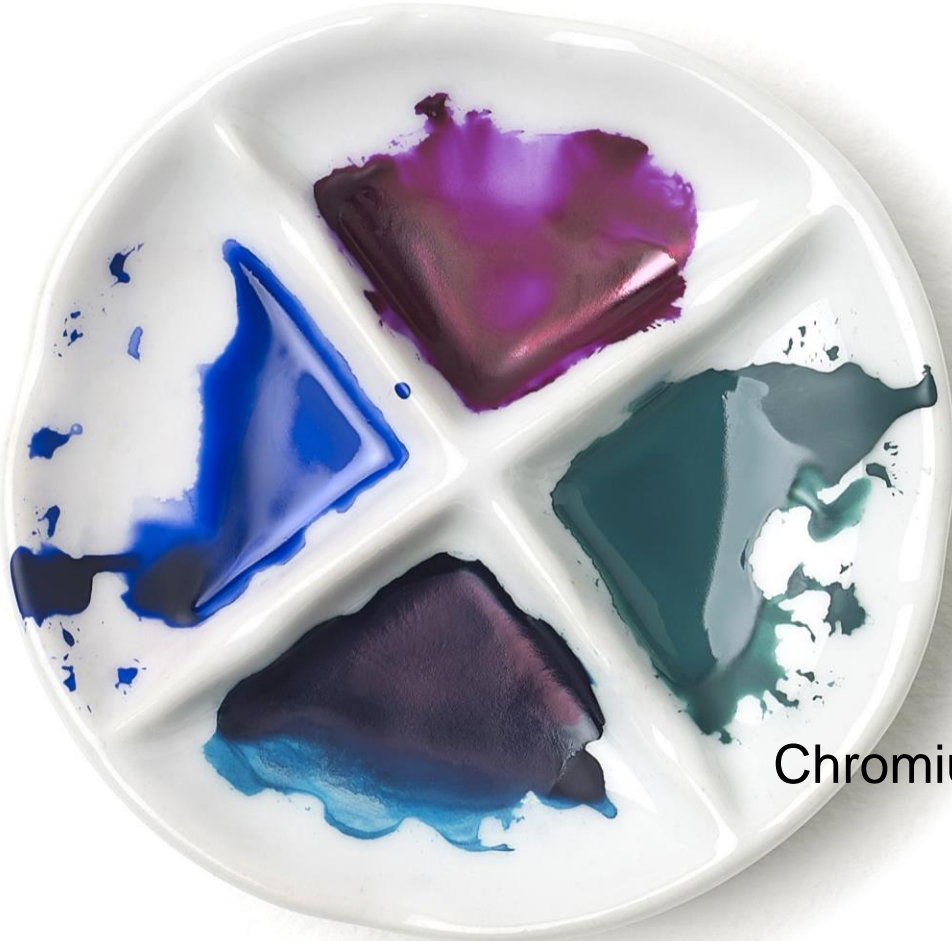




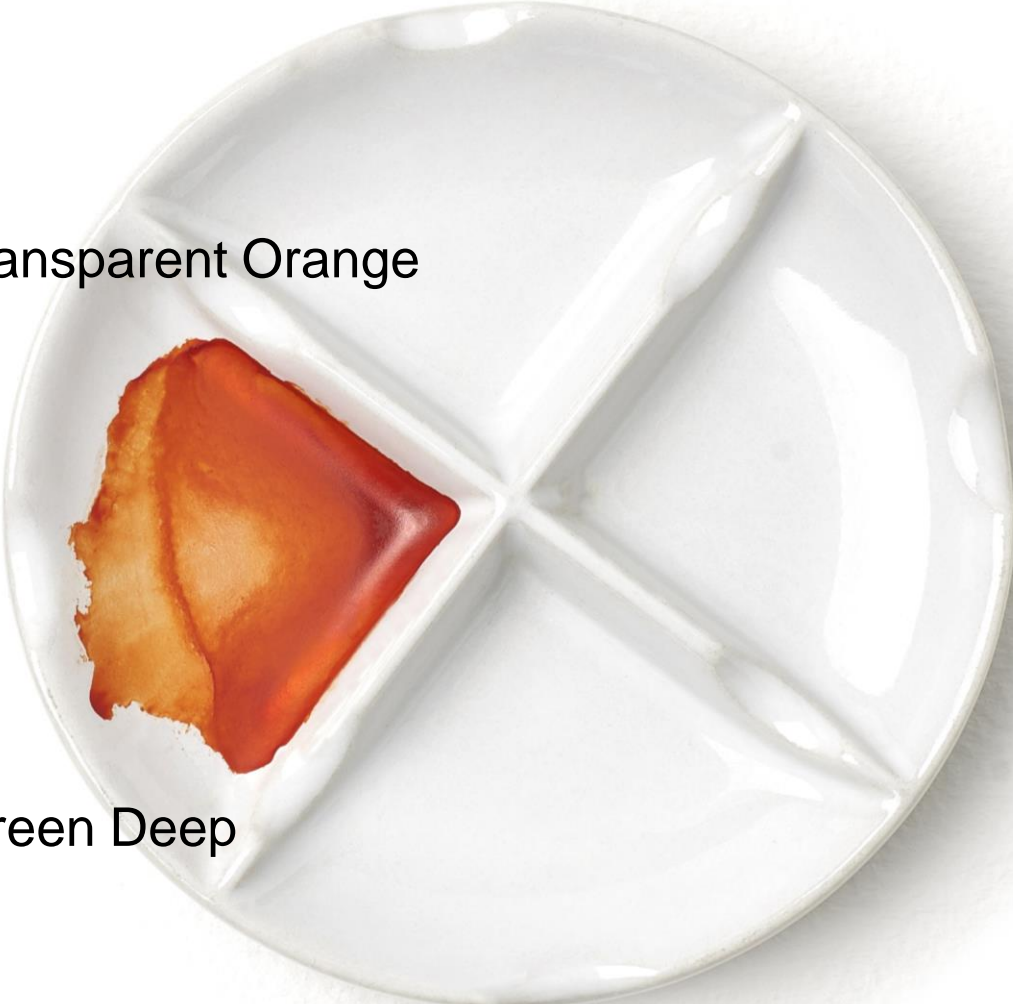
New innovations today:  
Cadmium-Free

# New colour innovations

Smalt

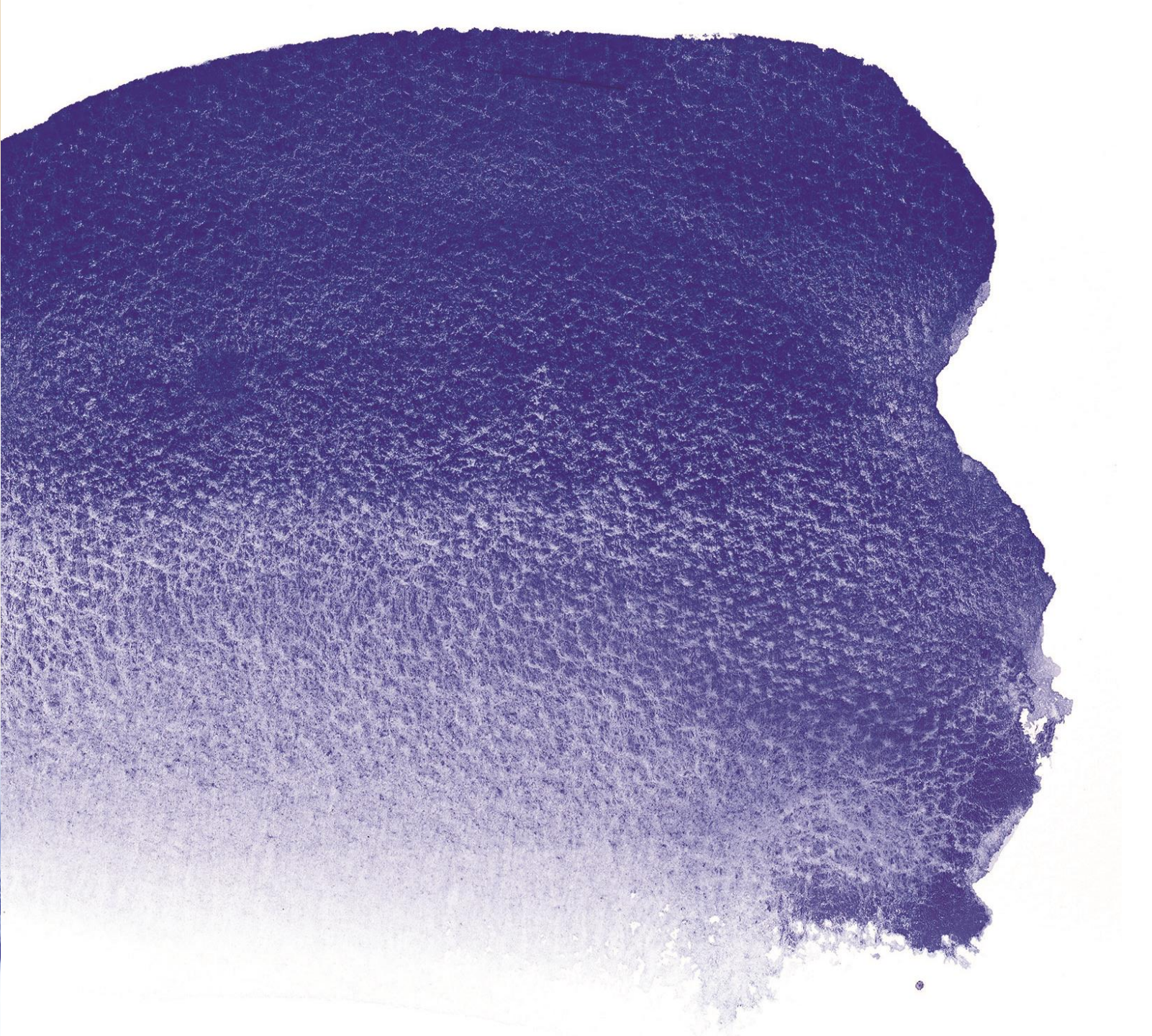


Transparent Orange



Chromium Green Deep

Smalt





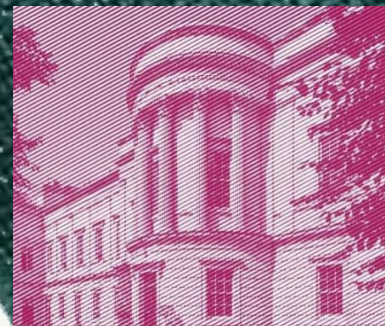
Transparent  
Orange

Slade Green



Slade  
**150**

 **UCL**





Metallics

Expansion into  
Graphic Art



Promarker

# Studio Collection



# Fineliners





Continuing to innovate

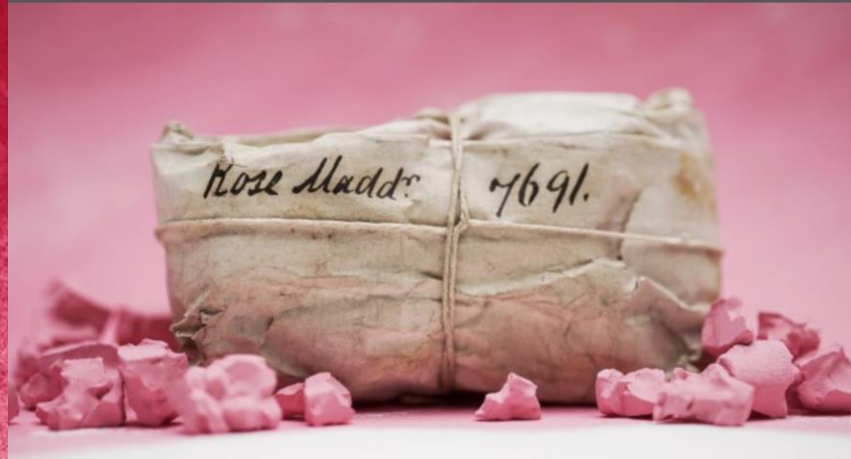


**Expert colour.**  
Endless possibilities.

Colour is core to our  
communications



# Colour stories



## Colour Story: Rose Madder

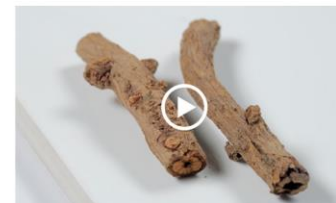
This bright and subtle colour is associated with evoking feelings of passion, desire and love. A study conducted by two University of Rochester psychologists found that this rosy shade heightens attraction, and we couldn't agree more.

[Read more](#)

Read time: 4 mins

Step by step journey from root to application.

[Watch the film](#)



18:39

Instagram



winsorandnewton



Liked by tfacuk and 3,143 others

winsorandnewton What humans do have in common is a shared ability to recognise variations of green better than any other colour. In the pigment world, one of the most stable green pigments is Chromium Oxide Green. Find out more in our latest Colour Story through the link in bio. #WinsorandNewton #WNColourStories

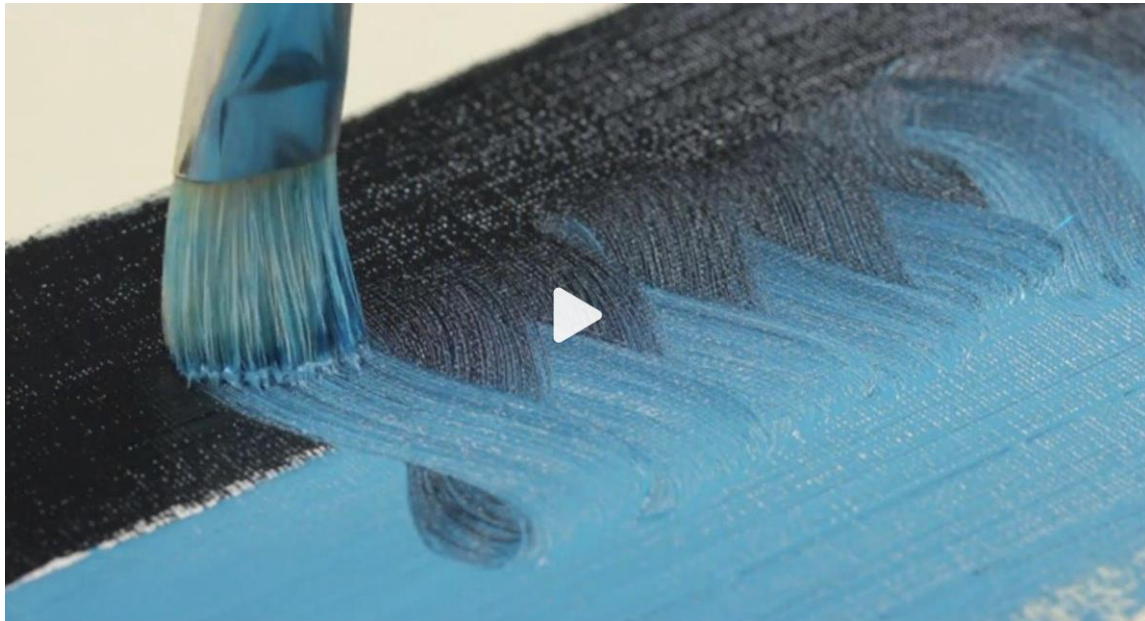
[View all 37 comments](#)

[Add a comment...](#)

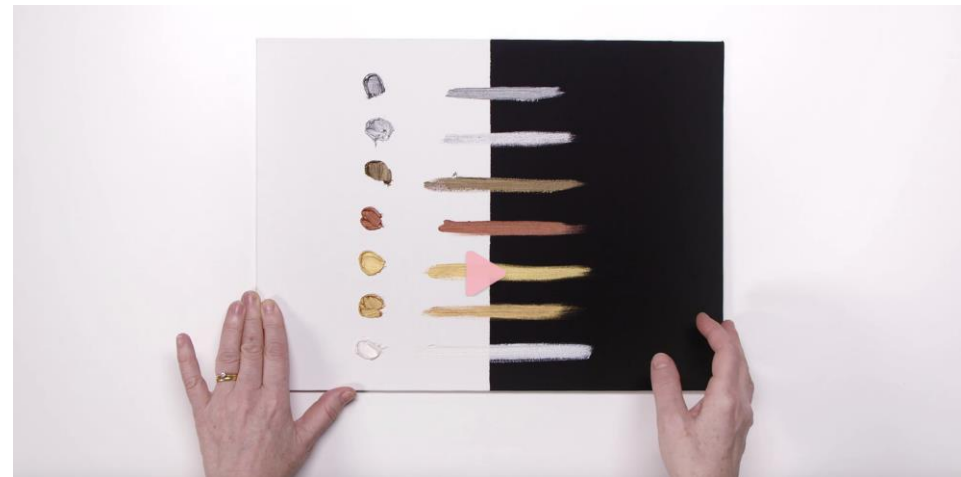




masterclass  
learning tools for artists



## Successful Masterclass Series



# Working closely with artists



# Collaborations

Georgia O'Keeffe

THYSSEN-BORNEMISZA  
MUSEO NACIONAL

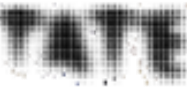


# Collaborations

The TATE



Collection Sets: an art journey through time

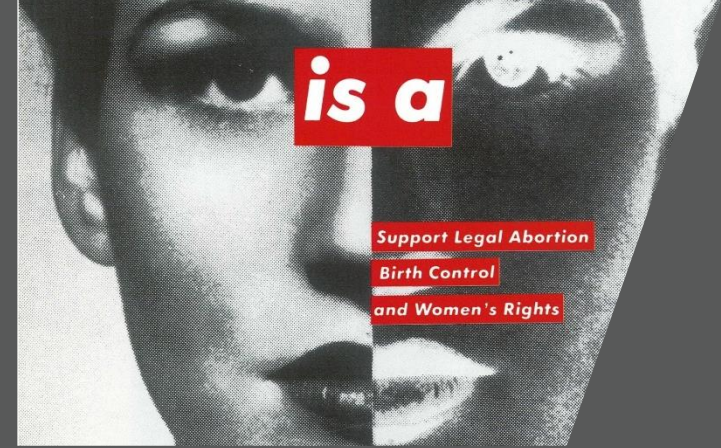


# Collaborations

Supreme

13.5 million

Instagram followers



Barbara Kruger



Barbara Kruger



Thank you.