

# Liquitex “Just Imagine” Artist Residency in Italy.

The Liquitex “Just Imagine” Artist Residency was launched in Italy for the first time ever. The team is happy to share some results and explain the great partnership with Insideart magazine.

The project included inspiring brand storytelling content and advertisements within Insideart issues and digital channels (web, social media, newsletter), an open call for artists, a two-week residency in Rome for two emerging artists and a final Gallery exhibition.

If you want to know more about this outstanding collaboration, keep reading.

## Project objectives:

- Reinforce Liquitex awareness/reputation within the professional artists community and attract new users, young artists and fine art students.
- Engage with contemporary artists and art institutions, making Liquitex the acrylic brand of choice that empowers artists to create with confidence and no limits.
- Promote top ranges and NPDs and driving traffic to brand
- Produce engaging content/assets for Liquitex global channels

## Liquitex “Just Imagine” Call and Artist Residency:

The Liquitex Just Imagine [online call](#) invited the artists to experiment with acrylic paint to reveal its maximum expressive potential.

The Committee selected two young and talented artists' projects from more than 100 participants. For two weeks, the artists were provided with accommodation, workspace and materials by Liquitex.

The winners were Eva Chiara Trevisan and Damiano Colombi, who graduated in Painting from the Venice Academy of Fine Arts. The [residencies are now live on the Liquitex site](#), where you can learn more about the artists and watch them working in the studio during their Just Imagine Residency in Rome.

Watch the video of [Damiano](#), painter, researcher, and creative investigator. During his residency, Damiano further explored the concept of experimentation of acrylic through a series of techniques executed on large format canvases.



Watch the video of [Eva Chiara](#), color alchemist and creator. During her residency, Eva explored the independence of acrylic color as a material, allowing it to live out its full potential and making the pictorial materials themselves the support for the work

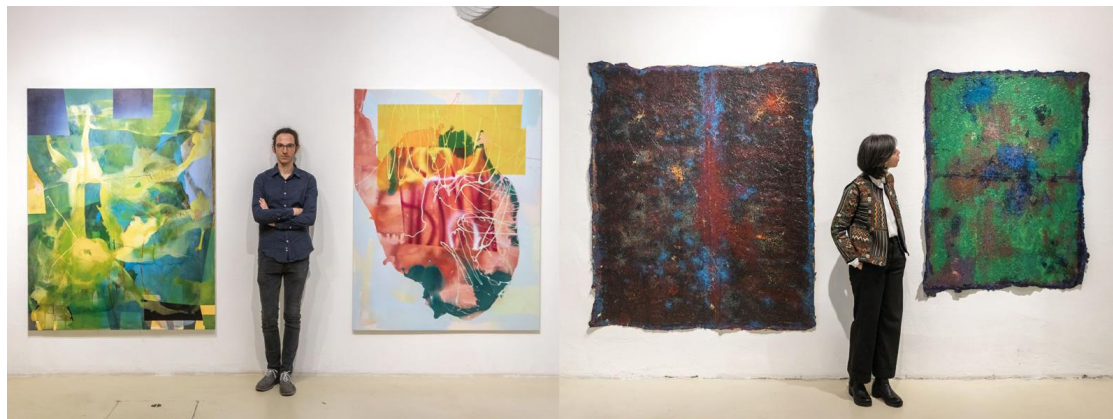


### Storytelling articles:

#### Acrylic vibes - Liquitex Residency:

"The Liquitex artist residency Just Imagine revealed the expressive potential of acrylics as the basis for pictorial experimentation". - Maria Cristina Galli, Vicedirettrice Accademia di Belle Arti di Brera.

The article described every aspect of the Liquitex residency "Just Imagine", inaugurated on October 16th, 2021, in Rome, at the Fondamenta Gallery.



Read all about it, [here](#).

## Liquid and Texture, the Synthesis that Revolutionized Painting.

Paraphrasing Insideart magazine words, "a trip to Piscataway, the headquarters of Liquitex brand that has been producing the best acrylics in the world since 1955 and has re-interpreted the meaning of "to paint".

The magazine dedicates eight pages in its paper copy to talk about the Liquitex brand with an exclusive interview with Kim Stylides, Liquitex Global Brand Director.



In the interview, Kim speaks about how acrylic influenced contemporary painting and how acrylics have been evolving.

"At Liquitex, we pride ourselves on being innovative to continuously meet artists' needs. In recent years, we have introduced a line of Cadmium-Free colors, which bring the same performance of genuine Cadmium colors, but without cadmium. Additionally, we have introduced a line of Acrylic Gouache that combines the qualities of a highly pigmented opaque gouache with the flexibility of acrylic. We are always listening to and learning from artists". – Kim Stylides.

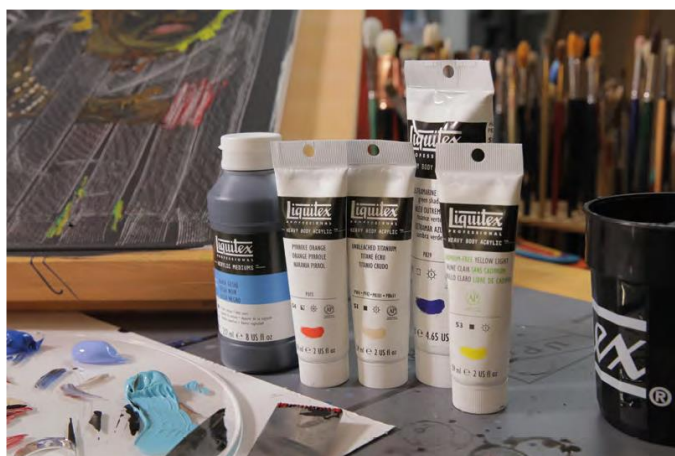
The article includes a fascinating interview with "the color artist" Ugo Nespolo, important painter and sculptor of Italian Pop Art and Arte povera movements.

Read all about it, [here](#).

## Acrylics. An Explosive Revolution.

For those of you who don't know, in 1955, Liquitex was the first company to introduce a series of acrylic emulsions for artists with a range of Soft Body professional acrylic colors.

Insideart magazine dedicated six pages to talking about the Acrylic revolution.



The article gives an insightful overview of the history of acrylics and the role Liquitex played in developing and growing this type of paint.

"Since then, acrylic colors have become among the materials most loved and used by artists, thanks also to Liquitex's commitment to research and innovation". – Insideart magazine.

Discover some artists who used the acrylic technique and how the Liquitex revolution continues.

Read all about it, [here](#).

This project has been possible thanks to the fantastic collaboration between Colart Italy and Liquitex brand team.

