

Liquitex Launches Liquitex Uncapped

Liquitex is pleased to announce the launch of “Liquitex Uncapped” – a new executional content pillar designed to share quality and innovation stories with the brand’s global audience. Through social and longform web content activations, this program is intended to appeal to professional and emerging artists through education and a behind-the-scenes look at how Liquitex materials come to life from lab to tube.

Liquitex Uncapped supports the brand’s three box strategy by increasing transparency and credibility, promoting the brand’s constant innovation, and emotionally engaging with artists who share a passion for Liquitex materials.

This content series is supported by internal subject matter experts in both lab and product development, the brand’s existing assets, and eventually through a partnership with Le Mans to feature paint production and emphasize quality and craftsmanship.

Liquitex examined the development of [Acrylic Gouache](#), and the technology and testing required to produce a gouache that is intensely pigmented, yet non-cracking and stable. Liquitex Uncapped also explored the topic of [lightfastness](#), and why it’s such an important element to consider for the working artist.

As part of Liquitex Uncapped, Liquitex has also launched a new color stories series known as “The Squeeze,” providing artists with the origins and histories of artist pigments while featuring ultra-satisfying imagery of paint being squeezed from the tube and onto the palette.

To kick off “The Squeeze,” Liquitex leveraged the popularity of the [Pantone Color of the Year, Very Peri](#), to join in on the conversation, discussing the rationale behind the new color and demonstrating how artists can achieve “Very Peri” in their practice by mixing Liquitex materials.

Longform editions of the brand’s Myth Buster social content is also included on the Liquitex Uncapped, providing more opportunities for consumers to learn and visit the Liquitex website, diving deeper into the topics that interest them.

The brand is excited to continue developing this program while leveraging many of the talented internal and external resources within the Colart family to provide artists with enriching brand storytelling. In the long term, the brand team intends to support the evolution of the Liquitex Uncapped page by converting it to an editorial blog experience, expanding the horizons for storytelling and enhancing the overall brand experience.

Assets will be made available for market and retailer use on the Bank, and upcoming Uncapped topics can be found within the Liquitex brand plan. To learn more about Liquitex Uncapped and to stay up to date on ongoing quality and innovation efforts, visit the [Uncapped page](#).