



ART MADRID AND LIQUITEX JOIN FORCES IN THE CHARITY PROJECT #SOMOSKANVA

- Liquitex, market leader in acrylic paint, will once again participate in this new edition of Art Madrid as a collaborator through a very special project: #SomosKanva.
- Led by [Kanva], together with Shanga India and Un Plato de Comida non-profit organizations, the project main goal is improving the vital needs and education of children living a poverty situation, marginality or abandonment in the rural Orissa area, India.
- Art Madrid and Liquitex propose to the artists a charity and artistic challenge that will be continued with a charity online exhibition at the Art Madrid Market and the entire donation of sales will be given to the NGO Un Plato de Comida.

Madrid, February 7, 2019. Liquitex, market leader in acrylic paint, will once again participate in this new edition of Art Madrid as a collaborator through a very special project: **#SomosKanva**. Art and solidarity come together in a broad project led by **[Kanva]**, International aid network through artistic creation; together with **Shanga India**, non-profit organization for schooling children from poor families in India; and **Un Plato de Comida**, a non-profit organization whose purpose is to provide the necessary meals at the **“María Soliña” School** (India).

The three organizations, together with **Liquitex and Art Madrid** as collaborators, offer the possibility of contributing to a project aiming to improve the vital needs and education of children living a poverty situation, marginality or abandonment in India. Although Liquitex has collaborated in the #Somoskanva project from the beginning, donating painting materials for [Kanva], in their visit to India, especially in actions at the Uma Sankar School “María Soliña”, giving them the possibility to paint murals and organizing art workshops with children -this uplifting experience was recorded in a brief [documentary](#). Now, Liquitex joins forces with Art Madrid in a new project in which we propose a charity challenge. All those artists who want to support this immense and necessary workforce could participate in the project in the best way they can: through art.



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The first step of the challenge for those interested artists is **selecting or creating a work for the project**; while in the second, artists will publish this work in social networks with the **hashtags #Somoskanva and #Liquitex**, this way sharing the project with their followers. This process may be carried out in the period from the 4th of February to the 10th of March.

After, a specialists' team from Art Madrid will be responsible for carrying out a selection process (11-17 March) of the participating works, choosing a total of fifteen that will be the works that form the **online exhibition at the Art Madrid Market**. This exhibition will be held from 18th of March to 18th of April, and the works will be sold (under contract with the artist). **All 100% of the proceeds from the sale will be given to the NGO Un Plato de comida**. In addition, Liquitex will select one of these fifteen works and **will reward its author with 500 euros in supplies**.

[Liquitex](#), that has been innovating in the acrylic paint industry since 1955, for instance, inventing the first water-based acrylic paint, currently offers a range of intense and vibrant acrylic paints in all formats (thick and thin bodied paint, inks, markers and sprays), acrylic medium and various accessories. In addition, their products have the particularity that they can be mixed perfectly so that the palette of any artist will not encounter any experimentation limits. Thus, Liquitex **offers infinite possibilities of expression** in one of the cornerstones of creation, colour, something that has undoubtedly made the brand a great reference for contemporary creators.



Artists often as committed as the creators of [\[Kanva\]](#): Desi Civera, Nicolás Chiaravalloti and Rodrigo Molinero, who since 2018 have been working in this social and artistic action bringing the most disadvantaged children closer to art. An aspiration that they share with the organization founded by María (Neneta) Herrero, [Shanga India](#), which their main goal since 2004 is educating children from humble families. Likewise, the organization [Un Plato de Comida](#) was founded by Antonio Valiente in 2011 to provide the children of rural Orissa the meals they need at the Uma Sankar School “María Soliña” (Pubai, Orissa, India) a school that offers free basic education and also takes in homeless children non-profit.

National and international artists such as Carla Fuentes, Thomas Cian, Anwei and Julio Linares, have united with this cause, creating and donating works that were later presented in a charity exhibition that raised 6,000 euros, entirely allocated to these NGOs. Thus, Art Madrid and Liquitex come together again to contribute to such an admirable and necessary project, in order to encourage everyone to be part of #SomosKanva.

Media information and images can be downloaded directly from : → [Press Area](#)

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