



LIQUITEX CADMIUM-FREE COLORS AT ART MADRID'18

Madrid, February 15, 2018. Liquitex, leading brand in acrylics and partner of # ArtMadrid18 launches a new range of cadmium-free colors with the same performance as acrylics with cadmium but safer for the artist and the environment .

Art Madrid Contemporary Art Fair works with the most professional partners, committed with contemporary creation and repeats collaboration with Liquitex, the leading brand in professional acrylic paints from the ColArt group, that since its creation in 1955 has partnered with artists to guarantee a constant evolution and innovation.

Liquitex Cadmium-Free. There is no agreement on the potential damage that cadmium pigments can cause in humans and in the environment and, therefore, Liquitex has chosen to offer both alternatives, so that artists can choose based on their preferences. ColArt, in constant search for safer formulations - it already did when it stopped using white lead pigments in its formulations - thus becomes the first brand in the market to launch an alternative to cadmium paints with a comparable usability to that of originals with cadmium, and responds well to the needs of artists who care more about health and safety issues.

Over 3 years, a team of chemists has evaluated a range of pigments available internationally to develop 7 new colors that respect health and the environment: light yellow, medium yellow, dark yellow, orange, light red, medium red and dark red, which offer the same resistance to light and vitality as classic cadmium paints and have the Approved Product Seal of the Art and Creative Materials Institute Inc (ACMI), which identifies safe art materials.



In addition to the toxicological test, it is essential a test carried out by artists, the final users and Liquitex identified regular users of acrylic paint and, in particular, of cadmium colors to carry out a series of tests (light resistance, longevity, pure tone of the color, brightness, viscosity ...). Each artist received two sets of identical colors, one with genuine cadmium paints and one with cadmium-free paints. The tests were blind, without the artists knowing how one set of paintings differed from the other. They were given a month to work with both games and compare. None identified the fact that one of the two sets contained cadmium-free paints.

In Art Madrid'18, in addition to creative activities such as "LQ da la chapa" to design and create your own pins or live painting sessions, Liquitex will make available to the public and artists the "blind tests". Do you want to try this new CADMIUM-FREE colors? Come to # ArtMadrid18 and take part in the #cadfree challenge: <http://thefineart.es/campana/>

About ColArt. Central house of the best known brands of fine art materials in the world. Inspired by artists to create innovative products, ColArt promotes creativity, not only of professional artists but also of all sectors and creative people. By supporting emerging artists through a residency program to develop cadmium-free paints, ColArt's mission is offering sustainable tools and services to unleash the expression in its purest form. The ColArt group employs about 1,500 people in 16 countries and its products are sold worldwide in more than 120 countries.



For more information:
Bárbara Vidal Munera
Dira. Comunicación ART MADRID
barbaravidal@art-madrid.com



PARTNERS



SUAREZ