



Press Release

LIQUITEX SPONSORS THE 17TH EDITION OF ART MADRID

› **Liquitex, the world's leading brand in professional acrylics, joins ART MADRID'22 as a sponsor supporting contemporary creation through a prize, which will be awarded to one of the artists participating in the fair who uses acrylics in their pieces.**

› **Heavy Body acrylic is one of the most popular Liquitex ranges, characterised by a thicker consistency, high viscosity and rich in pigments.**

Madrid, February 16, 2022.- Liquitex has a long history of not only researching and developing products for artists but also supporting them through various initiatives. One of these is the prize that Liquitex is set to award at Art Madrid, which includes 1,000 euros in products, to one of the participating artists who uses acrylics in their works. The judging will take place on 23 February at 6 pm.

Liquitex's history begins with Henry Levison, a colour chemist who ran a company in the USA called Permanent Pigments, manufacturing oil colours for artists since 1933. The acrylics that were first developed in the early 20th century were solvent-based colour compounds. In 1955, Henry perfected the formula with a water-based acrylic that was commercially viable. It was the first acrylic gesso, called Liquitex, a perfect combination of liquid and texture.

Liquitex currently offers a wide range of colours in different fully intermixable formats, as well as additives and accessories. Heavy Body acrylic is one of the most popular Liquitex ranges, characterised by a thicker consistency, high viscosity and rich in pigments. With a high concentration of artist-quality lightfast pigments and a satin finish, Heavy Body acrylic provides rich, permanent colour with crisp brush strokes and knife marks. It is available in a wide range of 116 colours with the recent addition of 12 new colours.

You can download more information, as well as images, directly from the online Press Area:
<https://www.art-madrid.com/es/prensa>

PRESS CONTACT

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www.art-madrid.com
#ArtMadrid22

ART MADRID'22

Dates: February 23 - 27

Location: Glass Gallery of Cibeles Palace | calle Montalbán, 1. Madrid, Spain

Hours: 11 am - 9 pm.

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