



The Artisan

Volume 1, Number 2

Newsletter for Genesis Artists

Summer 2001

MIXING BUSINESS WITH PLEASURE A LOOK AT SUE PRUETT'S STUDIO

Sue's Decorative Art Studio

Owned & Operated by
Sue Pruett, MDA

The MDA behind Sue Pruett's name has a nice ring to it. It was attained after many years of study, work and practice. Sue started painting in 1977. She earned her CDA (Certified Decorative Artist) in 1989, and achieved the last part of her MDA

(Master Decorative Artist) in 1996. For ten years she taught decorative painting in her home studio. Then she took the big plunge and opened a complete shop/studio where she teaches regularly and also has seminars featuring guest artists in the decorative painting field.








She has decorated her shop like a fairyland to provide a peaceful setting for her classes. A place to spend a few hours immersed in painting, relaxing and enjoying the company of fellow students. "I want to maintain an atmosphere where worries are left behind and my students can concentrate on learning new skills and creating pieces of art of which they will be proud," Sue stated, "I just want people to want to be here. And, since I started using Genesis® Artist Colors my studio is a safe environment, nontoxic and odor free."

Sue stocks all decorative painting and fine arts supplies in her store. She has a few gifts & collectibles such as Boyds Bears. The gift items attract non-painters, all prospects for taking painting lessons. Sue emphasizes that in order to have a successful business you must reach out to the community. Offer programs to local organizations about painting, and have displays in libraries, etc.

Sue enjoys florals and realistic painting. She feels teaching brush control and value scales are important for her students to become more comfortable with painting. Until last year when she became an Authorized Genesis® Artisan, Sue taught mostly in oils. She knew she needed to make a change because she was experiencing headaches and itching. The Genesis® Artist Colors relieved her of that problem, plus it gave her more control over her painting. "Genesis® just makes it easier for people to paint." Sue said.

See Mixing Business pg. 2

INSIDE . . .

-  Editorial: Wow! We're in Canada
-  How to contact us
-  Expressions - Tips, Techniques, & Tidbits
-  Preview the Heart of Ohio Tole Convention
-  Review of the SDP Convention in Reno
-  Visit our NEW Website
-  Q. & A. with Jan & Dan - supplement

INTRODUCTION TO GENESIS® AN EAS'L PUBLICATION



Introduced at the SDP Reno Convention in May, 2001. A fabulous collection of projects from ten of our "Big Brushes" doing what they do best! Studies in fruit, flowers, trees, even a lighthouse. Includes thorough explanations with complete step by step instructions by your favorite artists.



Patterns and instruction by:
Carolyn Bacon
Kit Stoner Gee, CDA
Mary Kingslan-Gibilisco, CDA
Ann Kingslan, MDA
Gerry Klein
Jo Lutness
Jan Scheuerman, MDA
Nancy Wekarchuk Shute, CDA
Yvonne Thomson & Debbie Toews

For more information about this book, ask your local retailer or distributor.



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PRODUCT INFORMATION

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The fine Art Division of

American Art Clay Co., Inc.

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Indianapolis, IN 46222 U.S.A.

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www.genesisartistcolors.com



UP-TO-THE MINUTE INFORMATION

Visit our website

www.genesisdecorativeart.com



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Mixing Business (continued from pg. 1)

Along with running her studio and teaching at conventions, Sue travel teaches. To learn more contact Sue Pruett, MDA, at Sue's Decorative Art Studio, 4167 Avenida de la Plata #116, Oceanside, CA 92056. Call (760) 941.783 or e-mail her at: suepruettda@earthlink.net

A MESSAGE FROM THE EDITOR . . .



Dear Fellow Painters,

Welcome to the soft, gentle days of summer. While Spring took our breath away this year, our first newsletter was well accepted.

In February there was an Accredited Genesis® Artisan class held in Toronto, Ontario, Canada, hosted by Heinz Jordan Company Ltd., and Genesis® Artist Colors. A trip to Toronto in April was a firsthand experience of the success of this program and how Canadians have adopted this perfect paint. As participants of the Kaswood Show, Canada's largest Decorative Painting Consumer Wholesale/Retail event, we heard firsthand how Canadians have fallen in love with our great Genesis® Artist Colors. We met Birgit Cooper, President of Heinz Jordan and Company, Ltd. What a "ball of fire"! We somehow suspect that if you showed indifference to the Genesis® painting phenomenon you would be brought in, set down and bombarded with information until you begged to paint with Genesis®. Heinz Jordan is the exclusive distributor for Genesis® Artist Colors in Canada. At the show, along with the support of Heinz Jordan, which offered continuous demonstrations and hands-on experience using Genesis®, there were several retailers selling the complete line of Genesis® products. Classes and painting demonstrations were scheduled daily using Genesis® Heat-Set Oils. Kit Stoner Gee and Jo Lutness taught and demonstrated, along with offering many pattern packets featuring Genesis® paints. It was certainly clear that Genesis® Artist Colors has a prominent position among the painters in Canada. So watch out for next year when Kaswood is onslaught with all the new Canadian Accredited Genesis® Artisans and many "Big Brushes" from the USA combining their talents to cultivate our Genesis® products.

Bobbie Pearcy, Editor



ASSOCIATION OF CRAFTS & CREATIVE INDUSTRIES

2001 ACCI SHOW IS THE CRAFT INDUSTRY'S MARKETPLACE

JULY 19-22 EDUCATION

JULY 20-23 TRADE SHOW

Donald E. Stephens Convention Center • Rosemont, (Chicago), Illinois

If you own a craft related business, including an art studio, you can qualify to be a member of ACCI. As a member you are preregistered for the ACCI Show 2001 and will receive admittance to the show plus substantial discounts on education. To learn more about ACCI or become a member visit their website: www.accicrafts.org

Genesis® Artist Colors, the fine art division of American Art Clay Co., Inc. presents Ann Kingslan, Master Decorative Artist. Ann will teach and demonstrate using Genesis®, the one and only heat-set "oil" paint.

Ann has earned the reputation as the leading colourist in her field. Author of several books, pattern packets and videos, Ann formed a teaching partnership in 1990 with her daughter, Mary Kingslan Gibilisco. They are known for their renditions of paintings in the style of the Dutch Old Masters.

For more information for Ann's class contact ACCI.

For booth demonstrations and product information visit

Booth # 902-03-04-05 and 1002 - 03 - 04 - 05

Genesis Expressions

Tips, Techniques, and Tidbits about
the wonderful world of Genesis Artist Colors



"I have worked out the 'Zhostovo' technique beautifully with Genesis®, and am thrilled with the results. Duplicating the original Zhostovo technique is made simpler because of its likeness to traditional oil color. And speaking of color . . . wow! I am most excited about the pieces I know the Japanese will produce next year when I return . . . and I know they are going to be really excited with the work."

Heather Redick, CDA,
Authorized Genesis® Artisan



"I have been teaching with the Genesis® for about a year now. I mainly teach on the wonderful Dream Kanvas. It is a nylon canvas that is partially transparent. The heat set process works wonderfully. My website: www.artseminarsbykay.com shows numerous portraits done by my students with the Genesis® Artist Colors on this fabulous Kanvas. All but one of the examples of the students work were first time Portrait Painters. Our process is so easy and the students rave about the Genesis® paint. Look for my two magazine articles coming out soon using the Genesis® Heat Set Oils."

Kay Falkenhagen, CDA,
Authorized Genesis® Artisan



Karen Chase, Authorized Genesis® Artisan, says she is really excited because she has discovered that pen and ink with Genesis® Artist Colors on masonite really works well. It is like Mary Owen's technique of rouging the paint. Genesis does not reactivate the ink which is really a problem with acrylics. With acrylics, they have to spray with Krylon to keep this from happening.



"With the arrival of my travel master I am complete! It finally struck me after I had put the labels on the jars and organized the case that this is ALL I really need anymore - no more water buckets, no more rolls of paper towels, no more sheets and sheets of palette paper, no more racks and racks of bottles - it's all in one case and always ready to go! I am really, really thrilled with this product."

Joann McLean,
Authorized Genesis® Artisan



Be sure to check your latest (May/June-Issue 3 2001) Decorative Painter Magazine. Michelle Kerr, MDA, has a beautiful project titled *Travels of Inspiration* which was painted with Genesis® Artist Colors. And, again, Ann Kingslan and Mary Kingslan Gibilisco, CDA, have a project, *Visions of Violets*, excellently painted and written in the manner which we have all come to expect from them. We know that you will enjoy both of these.



Heart of Ohio Tole 2001 Mini Convention

"Painting is the Light of My Life"

August 13-18, 2001 • Columbus, Ohio

Special Event sponsored by Genesis

Tues., Aug. 14, 2001, 3:00-5:00 pm

Discover the versatility of the hottest new paint on the market as Bill DeLoach and Jan Scheuerman, MDA demonstrate a variety of techniques. Then you complete two cool projects.

Genesis Heat-Set Oil Classes

Monday:

#257D (I) - Streaked Apples - Mary Kingslan Gibilisco CDA
#125F (I) - Blue Swirl Bows - Carol-Lee Cisco CDA
#272B (I) - Jingle Bells - Kit Stoner Gee CDA
#225C (I) - Silver Bells - Marie Merritt
#266B (B) - To Snow! - Jo Lutness

Tuesday:

#197N/S (IS) - Paul's Puppy - John Gutcher
#263N (IS) - Colorful Fruit - Barb Watson MDA
#256B (I) - Grapes & Crock - Ann Kingslan MDA
#272A (B) - Beginner's Oils - Kit Stoner Gee CDA

Wednesday:

#257B (I) - White Rose - Mary Kingslan Gibilisco CDA
#157D (A) - French Rose - Diane Crowther
#188C (B/I) - Beginning Portrait - Patricia Eisenbraun

Thursday:

#272C (I/A) - Paint Your Dog - Kit Stoner Gee CDA
#256A (I/A) - Poinsettia Tray - Ann Kingslan MDA
#238B (I) - Teacup & Berries - Janice Naylor
#197F (B) - Photo Portrait - John Gutcher

Friday:

#125C (I) - Lavender & Lace - Carol-Lee Cisco CDA
#263S (IS) - Colorful Fruit - Barb Watson MDA
#224A (B) - Grapes 'N Pear - Nancie Bush CDA
#238C (I) - Garden Rose - Janice Naylor

Saturday:

#257C (I) - Yellow Rose & Vase - Mary Kingslan Gibilisco CDA
#149D (A) - Hand Study - Sonie Bird-Connor CDA
#1239D (I) - Fruit Compote - Mary Mader CDA
#0975 - White Poppies - Sharon Hamilton CDA

Exposition/Trade Show Hours

Open to registered attendees ONLY 9 to 12 pm Wed., Aug. 15.

Open to general public 12 Noon to 6 pm Wed., Aug 15

9 to 6 pm Thurs-Fri, Aug 16 - 17

9 am to 2 pm Sat., Aug. 18

Registered attendees - Free. Non-registered attendees - \$5

Visit the Genesis® Artist Colors Booth

For a color catalog of classes/registration information send \$4.00 to:

HOOT, Inc.

P.O. Box 626, Reynoldsburg, OH 43068-0626



The

Artisan presents: Ask Jan and Dan



Special Section of Frequently Asked Questions

Jan Scheuerman, MDA,
Product Education Coordinator
Genesis Artist Colors

Dan Dyble
Technical Support
Genesis Artist Colors

Q: Leslie Smith: If I want a stained background, what do I do?

A: Jan says: Sand the wood piece you want to stain but do not use a sealer on it. Mix Genesis® Heat Set Varnish with a small amount of the Genesis® color you want. Rub the stain into the wood with a rag or soft paper towel. Practice on a scrap of wood to determine how much Varnish is needed to make the paint as transparent as you desire. This will also determine how light or dark the stain is. You may build more than one layer of stain. Seal with a compatible clear sealer. JW's First Step is used by many of our artists.

Q: Carrie Carozzoni: I reverse paint on glass. Can you paint on glass with these heat set colors? If so, please explain how I would use them. Are there any difference in the heat set temperature and whether a heat gun would be advised to use with glass - it seems the glass would crack with so much hot air blasted quickly on it.

A: Jan says: Some of our artists have painted on glass with success. They use the oven for drying because of the very reasons you mentioned. You want to place the glass on a cookie sheet or pizza stone (to diffuse the heat). Place it in a cold oven and then preheat to 250 degrees. When the oven reaches 250 turn it off and let the glass cool in the oven. You may want to use an oven thermometer to ascertain that the oven temperature corresponds with the setting on the dial.

Comment: I discovered that the Fredrix Oval Canvases have glue that melts when dried in the dryer ovens. I will be contacting TARA to inquire if they can start stapling them, but in the meantime, those who use these ovals might want to staple them with a staple gun before heat setting in an oven, or even before painting on them at all.

Sonya S. Bird-Connor CDA &
Authorized Genesis® Artisan.

Q: Robyn Cooper: I painted a canvas with Jade Americana paint. Next I started painting with the Genesis® paints. When I got to the final build up of color after going through the greys, the last layer being white, I dried it with the heat gun and it started turning yellow.

A: Jan says: Some acrylic pigments will bleed through Genesis® as a yellow or peach cast. Apparently this is what happened with your painting. We recommend basecoating with the Genesis® Gesso and painting your background with Genesis®. If you use a large brush this can be done very quickly and avoid the problems with mixing mediums. If you must use an acrylic background, you should test it first by applying it to a scrap. After it dries apply some Genesis® White. Dry the Genesis® to 265 degrees. If you see any discoloration in the White, you should not use that acrylic color for a basecoat.

Dan adds: I agree. Jan said it wonderfully. I would also suggest that some artists may want to incorporate the bleeding effect into their painting style. Once they know it exists, they can allow for it as artists do for the value shift in acrylics.

Q: Robyn Cooper: Should I seal any picture first with glaze medium or do you have a sealer on the market especially for Genesis®?

A: Dan says: I would recommend that she seal this with the Genesis® Air Dry Varnish.

Q: Cindy Patriquin: What is the purpose of a glazing medium? Why can you only add 40% paint?

A: Dan says: We have both a Glazing and Thinning medium for the same reason - to loosen the feel of the paint. The Glazing medium gives a slightly greater degree of control in let down meaning that when you add it, the paint does soften but not as quickly as with the Thinning Medium. It exists to give an edge of control to the artist. It is important to add no more than 40% because the paint is made of pigment, oil and a heat setting catalyst. It is this catalyst that reacts to the heat and makes the paint dry and it ensures that it has a robust film formation. While the Thick medium has as much of this heat setting catalyst as the paint, in order to get the thinning effects from the other two mediums, we

Continued next page

Jan & Dan (continued)

have to add more oil, which means proportionately less catalyst in each quantity of medium.

If you add too much of this, the paint will set up but will have a delicate film, susceptible to damage. To understand this, simply put some Thick Medium, Glazing Medium and Thinning Medium on a surface and then heat them. Allow them to cool thoroughly and then feel the difference in each. With 40% or less of either the Thinning or Glazing Mediums, you will find the paint forms a strong long lasting film. Once you go beyond the 40%, it becomes more delicate. While there are some artists who routinely violate this rule, they also mount their work under glass.

You can create exceptional transparent glazes by adding a very small amount of paint to our thick medium. You will now have a thick, translucent or transparent color. Often artists will use the transparent color in thicker layers rather than building up many layers as classical glazing technique would require.

Your now transparent glaze may be applied as is, or thinned with either the Glazing Medium or Thinning Medium to achieve a brushable, fluid effect. Keep in mind that we recommend adding no more than 40% Thinning or Glazing Mediums. The Thinning and Glazing mediums are very efficient so additions should be very small. Thinning with our mediums will make the glaze permanently thinner.

You may also thin with solvents such as artificial turpentine. If you use these solvents, the glaze will return to its heavier state once they evaporate.

Q: Naomi Ullum, CDA: I have tried Genesis® paints and I really like how smooth they were to paint with. I understand that they are very safe. However, from my chemistry classes I know that radical things can happen to chemicals when heated. Does Genesis® guarantee that even while the paint is being heated it is still safe?

A: Dan says: The AP nontoxic rating, assigned by Duke University's Medical Center considers the heating in the assessment of the health hazards associated with the paints. There is no guarantee that no person on earth will have any reaction to any chemical. Having said that, Duke assures us that, when used properly, Genesis® Artist Colors are certified nontoxic and conform to ASTM D-4236. They are certified in a program of toxicological evaluation by a medical expert to contain no material in sufficient quantities to be toxic or injurious to humans or to cause acute or chronic health problems.

Q: Everyone wants to know: What new products is Genesis® marketing to help make our painting sessions more productive?

A: Jan & Dan say: Look at all the new products Genesis® is offering:

GENESIS® ARTIST COLORS NEW PRODUCTS

Genesis® has truly done it again with this outstanding compliment to the Genesis® Artist Colors. **Genesis® Air Dry Gesso** is intended as a basecoat and sealer for your surfaces. The Genesis Artist Colors will adhere perfectly to this superior undercoat. Try rolling Genesis® Gesso on your surface with a sponge roller. Allow it to air dry then sand lightly and apply a second coat. This should dry/cure for several days. Then apply the background with Genesis® Artist Colors on a large brush. A wonderful textured background can be completed in just minutes.

Try the new **Genesis® Heat Set Permanent Satin Varnish**. This varnish is as strong and durable as the Genesis® paints. Apply the varnish with a soft fan brush and you will achieve a nice satin finish with brushstrokes that accent your painting. Or if you want a smooth finish, apply the varnish with a flat brush, smoothing out the brushstrokes as you go. Use a mop brush to remove any remaining brushstrokes. Heat set at 265 degrees Fahrenheit. This varnish can then be wet sanded to a very smooth satin finish.

Also now available:

- Genesis Brush Cleaner 4 oz. and 16 oz. sizes
- Genesis®/TCS® Handpainted Color Creator
- Reusable and Disposable Palette Keeper
- 35 Jar Paint Organizer Tray with Lid
- 100 Pre-Printed color identification Self-Adhesive Cap Labels
- Large Genesis® Studio Drying Oven and Adjustable Cart with Extra Shelf for Studio Drying Ovens. Measures 40 1/2 in. x 30 1/2 in.

ATTENTION SHOP OWNERS!

Herr's, Inc. is the newest wholesale distributor of Genesis and begins shipping mid-July! To receive pricing or information on setting up an account, call Heather White at (800) 637-2647 or e-mail Heather at hwhite@herrsinc.com

SDP RENO CONVENTION

AUTHORIZED GENESIS ARTISANS

AGA Training Seminar VI was conducted Monday, May 21, at the Atlantis Casino Resort in Reno, NV. At days end, 42 well-respected and experienced decorative artists hailing from 15 states, 3 Canadian provinces, Singapore, South Australia and Japan, joined the ranks of "Team Genesis" - which in just 2 years, counts 225 proficiently skilled instructors! Jan Scheuerman, MDA, Genesis Product Education Coordinator and Marilyn Schwankoff, Vice President-Sales, are developing a "Stage II" Genesis instructor certification program to broaden our teacher base in 2002. Watch for more details in the newsletter.

THE GENESIS GALLERY

by Jan Scheuerman, MDA

The Genesis Gallery made it's debut at the SDP Convention in Reno, Nevada, with 45 Genesis paintings by the Authorized Genesis Artisans. Subjects ranged from soft florals to still lifes to landscapes. A wide range of surfaces included canvas, paper, wood, gourds, tin, slate, and even suitcases. The Gallery was a fitting tribute to the diversity of the decorative painter and a fine example of the quality work painted by our Authorized Genesis Artisans. See these designs and many others at the Genesis® website: www.genesisdecorativeart.com

THE WEEK IN REVIEW

by Marilyn Schwankoff

WHEW! The Genesis booth was B-U-S-Y in Reno between the Genesis Gallery project packet shoppers and those puring into the convention center from ALL the Genesis Classes! What a great opportunity for many of our Authorized Genesis Artisans and Genesis corporate staff members to personally meet HUNDREDS of new users and introduce them to our newest products. We can't wait for August, and the chance to meet and greet everyone at the Genesis booth at HOOT in Columbus, Ohio!



NEXT ISSUE PREVIEW . . .

- About our Authorized Genesis Artisans
- New England Traditions

- Spotlight on Kit Gee CDA & Jo Lutness
- Expressions -Tips, Techniques & Tidbits
- Frequently Asked Questions

For Up-to-the-Minute information about Genesis® Artist Colors:

www.genesisdecorativeart.com

GALLERY: Features paintings, books and pattern packets including the Reno Gallery participants, with links to individual artists.

EDUCATION: General instructions about using Genesis, a listing of Genesis Artisans and the locations where they will be teaching.

PRODUCTS: view the entire line of Genesis® Heat-Set Oil paints: the systems, mediums, brushes, varnishes, and all the available accessories.

Genesis Artist Colors™

4717 W. Sixteenth Street
Indianapolis, IN 46222-2598

It's time to plan your fall classes and projects!