



The Artisan

Volume 1, Number 3

Newsletter for Genesis Artists

Fall 2001

IT'S A PAINTER'S PARADISE

Kit Stoner Gee and Jo Lutness are both national teachers - two ladies with similar interests who met, became friends and extended that friendship into a business partnership which has benefited both of them.

In 1980 Jo Lutness added tole painting classes to a general craft shop and at the request of the teacher, Doris Porter, took her first class. Shortly they were filling 4 night and 3 day classes plus Saturday specials every week. She attended her first NSTDP Convention in Denver and has not missed one since. Jo founded her business Jo C. & Co. in 1989 so she could have a booth at the Society of Decorative Painters Convention. Her idea was to showcase and sell the work of other decorative artists who did not feel they had the time to both handle their own booth and teach. Mary McCullah introduced her to Kit at a Convention.

Kit Stoner Gee has been interested in drawing and painting most all her life. She has been a member of the Society of Decorative Painters for 16 years, has served on various committees and the Board of Directors. She earned her CDA at the Pittsburgh convention. Kit has designed two Pictorial US Postal Stamp Cancellations for SDP, and has Christmas ornaments in the White House, Blair House and the Smithsonian. Besides travel teaching she has a video on Painting Techniques, and has appeared in painting segments on several television shows.

When Jo asked Kit to sell her packets in the booth, they started working together. Their friendship bloomed and their partnership began. Then Jo acquired the domain name Painter's Paradise and it seemed best to put it all together thus their new name.

Kit designs packets from her home, monitors Internet mailing lists, and keeps in touch with customers via phone and e-mail. Jo handles the retail and wholesale orders, booth business, and keeps merchandise inventory. Together they have one of the most exciting booths at the conventions. They not only display the work of other designers along with their own, they sell some surfaces and a line of jewelry specifically chosen for artists to show the world their love of painting.

Kit says Jo is the boss, but they support each other. Trust, cooperation, consideration and equal hard work makes it happen.

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INSIDE . . .



Editorial: That special time of year



How to contact us



Looking for a great gift?



Update: Decorative Painting Conventions



Expressions - Tips, Techniques, & Tidbits

GENESIS® AROUND THE WORLD



TAIWAN Jan Scheuerman, Coordinator of Product Education, has scheduled the first training sessions at Sea Breezing Trading Company of Taipei, Taiwan. Jan, a Master Decorative Artist, has been painting with Genesis since it was first introduced over five years ago and has taught Genesis classes worldwide. About 250 Taiwanese teachers and artists will participate in the classes at Sea Breezing.

ENGLAND Patti DeRenzo, CDA, is combining a class in England with a well-deserved vacation.

JAPAN We have several Japanese residents who teach Genesis Artist Colors. Our own Jan Scheuerman spent two weeks in the country. At this time, the book "Begin with Genesis" is being translated into Japanese.

AUSTRALIA We have Accredited Genesis Artisans now working in Australia where the Zhostovo style of painting is very popular.

Two of our Canadian Artisans, Heather Redick and Joan Dixon have traveled extensively teaching with Genesis® Artist Colors worldwide.

Join us on the World Wide Web to keep in touch:

www.genesisdecorativeart.com



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UP-TO-THE-MINUTE INFORMATION

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A MESSAGE FROM THE EDITOR . . .

Dear Fellow Painters,

It's that time of year when we are all bustling around, trying to get ready for the holidays. Whether it involves the decorations we display, the gifts we make for others, or the gifts we would like to receive, for Genesis Artists, our painting will come to the forefront of this busy, productive season. There is still time left to choose a favorite pattern and produce an heirloom gift for your daughter, son, sister, brother, aunt or uncle - something to be cherished because you made it especially for them.

Since I started painting in 1977 (ages ago) the one thing I have tried to accomplish each year is to produce at least one holiday decoration. Now as we dress our house for the holidays, I cherish the memories that flood back as each piece is uncovered and displayed. In the past few years Genesis has been a part of my life and it shows in my paintings. They have become more realistic and beautiful thanks to the ease and abilities these fantastic paints provide.

So, think about it . . . how can Genesis help you? First, even last-minute gifts are possible because you can paint a piece, dry it immediately and it is ready to wrap and give. Second, Genesis kits make great gifts for anyone who has an interest in painting. Our 12 year old granddaughter is a prime candidate for a set of Genesis; and as an added attraction we will make sure she has lessons so she can enjoy her creative abilities. And last, but certainly not least, I, myself, would enjoy some new painting supplies. So when the family asks what on earth to get for me, I have a good answer!

On the back page of this newsletter we have listed some of our most popular kits which would make terrific gifts for your family, friends and even yourself! Take time out to look it over.

May your holidays be happy, too!!

Bobbie Percy, Editor



PAINTER'S PARADISE (continued)

If one doesn't think of it or misses something, the other one catches it. . . two brains are better than one since they team teach a lot of theory together. Jo lives in Delaware and Kit lives in Pennsylvania, but "with modern communications and conveniences - we burn up the computer, telephone lines and sometimes the highway - so distance isn't a problem".

Both are *Accredited Genesis Artisans* and "goodwill ambassadors" for our Genesis® Artist Colors. They design their pattern packets and teach using Genesis. You may find them at most conventions, teaching classes and working their booth. For more information contact them at: www.paintersparadise.com

"Kit always says it has been a successful show if we are still laughing on the way home. So far—all successful shows. Even when in Reno, SDP lost the lids (my painting surfaces) for my class and Kit was basecoating them in the bathtub in our room the night before while I re-wrote the instructions. We still went home laughing. That is what friendship, partnership and decorative painting is all about!!" – Jo Lutness

"I believe art should be fun and easily achieved by those who wish to create it! My goal is to guide students in finding their own creative spirits in as easily a manner as possible while still having fun! Life is a road map and every new experience is just a turn down a new road in Life! Paint with a smile in your heart!" – Kit Stoner Gee

Genesis Expressions

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

Hobby Lobby stores in 24 states will be offering Genesis Artist Colors products and classes beginning mid-November. There will be make-it take-its or mini classes offered during November and December. The first of the year full session classes will begin. If there is a Hobby Lobby near you please visit and check out the display. A big thanks to our Genesis teachers for making this possible.

Did you know Genesis® has metallic gold and silver paints available? Perfect for holiday painting and decorating. Gail Richey asked us if we had metallic copper. No, Gail, but we can give you a recipe for making metallic copper: For a red copper color mix Metallic Gold + Burnt Sienna 2:1. To achieve a bronze copper change the mixing ratio to 3:1.

George Debikey, Director of Technical Services for Genesis, had this to say about varnishes:

“ It is best to stick with Genesis products when working with Genesis. Genesis does not really need to have a varnish over it. When you absolutely feel like you need a varnish use a very thin coat of Genesis Satin or Matte Permanent Heat-Set Varnish. If your painting has a smooth surface you can use a rubber squeegee to spread it on or you can use a sponge brush. These two methods will not leave any brush marks. If you want to leave brush marks, use a brush to apply it.

The varnish will pull your painting together and unify the surface, so you will not have gloss and matte areas where you may have used more or less Glazing or Thinning Mediums.

Genesis Removable Varnish is an acrylic and will take about two to three weeks to completely dry. You must make sure that your painting has been heat-set and is dry before applying it.”

While we are on the subject of varnish: Either our Permanent Heat-set Matte Varnish or Satin Varnish can be used to seal wood before painting. Simply apply as directed above, heat-set, and sand lightly. One Genesis product can do two jobs!

Genesis now has a mini palette keeper that allows students to keep their paint covered and dust free for as long as they want. Familiar to anyone who has taken a Genesis class at convention, these handy paint keepers (8 1/2" x 11 1/2" x 1") are available in packages of two.

2002 Las Vegas Creative Painting Convention February 24 - March 1 • Tropicana Hotel

Special Event sponsored by Genesis

“An Acrylic Approach to using Genesis

Monday, February 25th - 8:00 am to 11:00 am

Join well known artists Jan Scheuerman, MDA and Patti DeRenzo, CDA for a fun, educational approach to using Genesis® heat set paints.

This luscious peaches shopping list board will be taught from an acrylic painters perspective using techniques and language that is fun and familiar. Join them for a hands on experience you will not want to miss!

Genesis Heat-Set Oil Classes

#501 - Rose & Holly Ornaments - Eleanor Holt

#502 - Seaside Haciendas - Bill DeLoach

#503 - Rose Bud - Kit Gee CDA

#507 - In The Orchard- Jo Lutness

#513 - Antique Pitcher - Corkie Dunlap



Exhibit Hall Hours

Wednesday, February 27 9 am - 6 pm

Thursday, February 28 9 am - 6 pm

Friday, March 1 9 am - 3 pm

The first 2 hours on both Wednesday and Thursday (9-11 am) are for the registered attendees & gusest only.

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

Genesis Artist Colors Booth: 1313-1315

For more Information Contact:

Las Vegas Creative Painting Convention

P.O. Box 80720 • Las Vegas, NV 89180

email: vegaspaint@aol.com (Jay Sharp)



Heart of Ohio Tole Convention

August 2001 • Columbus, Ohio

Genesis Artist Colors was the “buzz” of the show with teachers in 22 classes using our favorite heat-set oil.



Reno Creative Painting Convention

September 2001 • Reno, Nevada

Genesis Artist Colors sponsored a special event class with Bill DeLoach and Yvonne Thomson, there were 2 other classes in Genesis®, and a very busy Genesis Booth.



New England Traditions Convention

October 2001 • Providence, Rhode Island

Although we did not have a booth, Genesis was well-represented with 9 classes. A demonstration in the Quarry booth by Joan Wilding attracted much attention. Painter's Paradise also offered Genesis Paint Demonstrations.

SOME GIFT IDEAS FROM GENESIS® ARTIST COLORS

One of these kits may be just right for you:

TRAVEL MASTERSYSTEM

This light-weight, compact briefcase is impact-resistant, and easy-to-go, allowing artists to be ready to paint instantly! The savvy looking aluminum clad case organized the most useful colors in the Genesis® Artist Colors spectrum. The Travel Master is available with 45 Genesis Artist Colors (1 oz. each); Titanium White (two one-ounce jars); Glazing Medium, Thinning Medium, Thick Medium (1 oz. each); Genesis Drying Gun, palette keepers, two 35-jar paint organizer trays, informational video, jar lid labels, and instruction manual



Ideas for small gifts or stocking stuffers

Genesis® Try-Out Set Contains six sample tubes (1/3 oz. each) of Genesis Red, Titanium White, Diarylide Yellow, Burnt Umber, Phthalo Green 01, Ultramarine Blue, and instruction booklet.

Genesis® Palette Keepers Convenient reusable and disposable Palette Keepers with lid protects the artist's Genesis® palette when not in use. Sturdy cardboard, the box bottom contains an affixed poly-coated, nonporous Wingate Palette Board. The Palette Keeper is 8 1/2" x 11 1/2" x 1", Set of 2 with lids.

Genesis® Paint Storage Jars Six jars (1 oz.) that are perfect for storing mixed colors of paint.

INTRODUCTORY SYSTEM

An economical way to experience Genesis® Artist Colors. This set includes one ounce jars of the following: Diarylide Yellow, Ultramarine Blue, Genesis Red, Carbon Black 01, Titanium White and Glazing Medium; informational video; instruction manual; Genesis® Drying Gun.

BASIC PALETTE SYSTEM

An enhanced version of the Introductory System offering more colors and mediums. The Basic Palette System is available in two versions, one with a drying gun and one without drying gun.

Basic Palette System with Drying Gun:

10 one-ounce jars, one each of the following colors: Diarylide Yellow, Phthalo Green 05, Ultramarine Blue, Dioxazine Purple 06, Genesis Red, Pyrrole Orange 06, Burnt Umber, Raw Umber, Carbon Black, Titanium White; plus one-ounce jars of Glazing Medium and Thinning Medium; informational video, instruction manual, Genesis Drying Gun.

Basic Palette System without Drying Gun:

9 one-ounce jars, one each of the following colors: Titanium White, Bismuth Yellow 07, Yellow Ochre, Phthalo Blue 04, Dioxazine Purple 01, Pyrrole Red 03, Burnt Sienna, Gray 06, Gray 02; plus one-ounce jars of Glazing Medium, Thinning Medium and Thick Medium; informational video, instruction manual. This is an ideal set to compliment the Basic System with a Drying Gun.



For all products mentioned on this page, consult your local dealer, or contact Genesis Artist Colors for more information:

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Genesis Artist Colors™

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God Bless America