



The Artisan

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Newsletter for Genesis® Artists

Fall, 2004

THE MAGIC OF GICLEÉ

by Jan Scheuerman, MDA



The word Gicleé refers to a process that produces prints on canvas that look like an original painting. Just think about these applications:

- Gicleé prints of a special portrait.
- Gicleé prints of your own painting for greeting cards.
- Gicleé prints of special photos that you don't have time to paint. Remember you cannot copy any photo that is copyrighted.
- Gicleé prints of your original paintings for family and friends.

With Genesis® Inkset™ Clear Gicleé Gloss Coating, you can produce your own gicleé prints. All you need is regular canvas and a color copier or a computer and printer. You can purchase precut 8 1/2" x 11" canvas at many office supply stores. Otherwise, you may wish to purchase canvas by the roll and cut your own.

Begin with the original painting or photo. If it is not too large, you can simply lay the original on your copier or scanner, and make a copy using canvas instead of paper. If the original design is too large to copy, you must photograph it first and then copy the photo. With a digital camera, you can move the photos directly from your camera to computer and print the size of your choice.



After you have printed the canvas copy, allow it to dry. Since most printer/copier ink is water soluble, do not allow it to get wet. When dry, use a brush to apply giclee medium, using the same brushstrokes as you used in the original painting, and covering the entire canvas. Since the inkset is very thick, the brushstrokes show, giving the appearance of the original painting.

With gicleé prints there are almost unlimited options.

1. Copy an original, as is.

See Magic of Gicleé pg. 3

INSIDE . . .



Editorial: Mix it Up!



Contact us



Expressions - Interesting Tips & Tidbits

HOW I FOUND GENESIS®

"I saw it first at Wichita at a convention and was intrigued. After visiting the booth numerous times I decided to invest in my basic palette of colors. You see, I have a student who must take breaks several times in class to use a breathing machine. She is a long time oil painter and would not consider any other medium. I knew the odor of oil paints, the thinner, and especially the sprays aggravated her condition. I also have a couple of friends who had experienced adverse reactions to odorless thinner. Since Genesis® was odorless and nontoxic, I saw it as a healthy alternative for my students and myself. Then I tried the paint and discovered it worked like traditional oils and had the same luminosity. I was hooked!"



That was a direct quote from Marie Merritt, CDA, TDA, a native of East Tennessee. She has been an artist and craftsman most of her life. Marie is a graduate of the University of Tennessee. She has studied with professional artists and



Carolina Wrens

teachers. Using her education, experiences and talent, Marie has refined her own style through many hours of practice and experimentation. Her main interest is in painting portraits, still life, florals and wildlife.

She has won many awards and high praise for her work, which can be found in homes and businesses throughout the country. One of her accomplishments is at the

See "How I found Genesis, pg. 2



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UP-TO-THE-MINUTE INFORMATION

Visit our website

www.genesisartistcolors.com

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A MESSAGE FROM THE EDITOR...

Dear Fellow Painters,

Have you ever mixed your own paint colors? If so, you know the challenge of mixing the exact color you want, then finishing your project before the paint dries and is no longer useable. If that happens, can you mix that exact color again, or do you feel you must create a new mix, and repaint several areas because the new mix was not close enough to the original?

As a Genesis® user you know that this is the only paint on the market today that will stay ready to use for as long as you need it. You can actually mix a large amount of each of your chosen colors and store it for days, months, or years, as long as you desire.

We can show you how to easily create many colors from just a few basic ones. Yes, it is true, most all hues can be created by using just the three primary colors, red, yellow and blue plus white and either burnt umber or black. You can also learn how to create tints and control the intensity of the color. If you can make a meal by following recipes, you can easily create a multitude of colors by following Genesis® color mixing recipes.

In conjunction with Tru-Color Systems, we have a brochure available which offers 30 basic recipes using just five (5) Genesis colors. This makes Genesis affordable for everyone to try. Each of these color mixes are matches to the most popular colors in other brands, such as Cadmium Yellow Light, Cadmium Red Pale, Dioxazine Purple, Sap Green, Burnt Sienna, Leaf Green Light, and Leaf Green Dark. It not only lists the generic names of these colors, but also gives you the TCS Identifier so you may find a full list of the colors you can create.

Now the economics of owning a full set of paints cannot keep you from enjoying the benefits of Genesis® Artist Colors.

This brochure is available by writing to: Genesis® Artist Colors, 6060 N. Guion Road, Indianapolis, IN 46254 or call 1.800.374.1600, Ext. 342 and ask for the Genesis® Color Mixer Brochure.

Let's Start Mixing !!

Bobbie Pearcy, Editor



HOW I FOUND GENESIS! (continued)

baptistry of the Romeo United Methodist Church where she painted a beautiful river scene mural that was 14 foot long and 6 foot high.

Marie is busy in all areas of the artistic world. She achieved her TDA (Teacher of Decorative Art) in 2002 and earned the title of Certified Decorative Artist (CDA) in 2003. She teaches at the Society of Decorative Painting Annual Conferences, the Heart of Ohio Tole (HOOT) Conventions in August and New England Traditions (NET) Conventions in October. Her subjects are excellent for both beginner and advanced students, and her teaching methods are unbeatable. Her classes are fun, relaxing and educational, including instruction in color theory and design. She is a Charter Accredited Genesis® Artisan for Genesis® Artist Colors and an active member in Artists United.



Learn more about Marie, see her work, and check her teaching schedule at her website: www.mariemerritt.com. There you can contact her by e-mail and order her designer pattern packets written with Genesis® Heat-Set Oils. Page 2

Genesis Expressions

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



Please help us keep you informed. By keeping our records current, we can let you know when new products are introduced and new techniques are discovered - whenever things are happening in the wonderful world of Genesis®. If you have moved recently or have a new e-mail address, please let us know. Send a note to Bobbie Percy, 64 E. Marion Street, Danville, Indiana 46122 or e-mail her: bobbie@gotcs.com



Jeff Wilkerson of Sioux City Iowa told his students: "I suggest adding Dioxazine Purple 01 and Phthalo Green 01 to your palette from the start. They can be used in many ways and in various blends. Used in the underpainting stages they will bring out a lot of snap in both the warm and cool brights. The purple and green mixed together makes a rich black when you use it full strength. It tints out to a slate blue as it gets thinner. A wonderful cool shadow!



Michelle West of South Australia writes: "I am doing a university degree in Visual Arts. My first major assignment was painted in Genesis®. It was quite awesome. The lecturers were most intrigued by the paint I used. As I return to South Australia University this year I look forward to painting with Genesis® and exploring more of its versatility."



Did you know? Ann Kingslan, MDA and Mary Kingslan Gibilisco, CDA offer classes to become Authorized Genesis® Artisans. To learn more about this program, contact Mary and Ann at: Kingslan & Gibilisco Decorative Arts Publications, 902 South 107 Avenue, #102, Omaha, NE, 68114; Phone 402.397.0298; or go online www.kingslan.com



Welcome to our Newest Distributor: Karen Marshall (Brush Strokes), of Nicholasville, KY. Phone: 859.881.0632. Website: www.timetotole.com

MAGIC OF GICLEÉ (continued)

2. Enhance highlights and dark values with paint, before applying Genesis® Inkset™.
3. Change the color of the original either with paint or on your computer.
4. Change portions of the original to suit your needs.

One of my favorite applications of gicleé is to enlarge photos of my grandchildren (remember to take your own photos and avoid copyright infringement), softening the background with paint before applying the gicleé medium. Then I have a candid picture suitable for hanging instead of being lost in a photo album.

I recommend Gicleé. Try it, you'll like it!

Learn more about Genesis Inkset™ at: www.gogiclee.info

HOOT Convention Review

"August 11-14, 2004, I attended the Heart of Ohio Tole Show in Columbus, OH. It was a great show with lots of attendees. It was one of the better attended shows since 9/11. Ann Kingslan and Mary Gibilisco sold Genesis® in their booths along with their many other items. They were very busy selling in the booth and teaching classes. We had at least a dozen classes in Genesis® Heat Set Paint. We hope you will enter next year and teach a class in GENESIS® either here or at one of the many other conventions."

Nancy Elliott, Senior Administrative Manager

HOOT 2005

August 15 - August 20, 2005
Greater Columbus Convention Center
Columbus, Ohio
www.heartofohiotole.org



OTHER CONVENTIONS COMING UP:

New England Traditions
October 6 - October 10, 2004
Rhode Island Convention Center
Providence, Rhode Island
www.newenglandtraditions.org



Creative Painting
February 27 to March 4, 2005
The Tropicana on the Las Vegas Strip
Las Vegas, Nevada
www.members.aol.com/vegaspaint



Society of Decorative Painters
33rd Annual International Conference
May 23 - May 28, 2005
Tampa, Florida
www.decorativepainters.org

Don't Forget:

Special Genesis Seminar
with Jan Scheurman, MDA
May 29 & 30, 2005
After Tampa Conference



SPECIAL GENESIS SEMINAR
May 29 & 30, 2005
Tampa, Florida (SDP Convention)

Experience the pleasure of using Genesis® Artist Colors while learning about all of the unique applications for this wonderful medium. Jan's techniques are easily learned so that all you need is the desire to paint.

This Genesis® Seminar includes comprehensive instruction on the unique characteristics of Genesis® Artist Colors and mediums, surface preparation, various painting and glazing techniques, and easy drying.

To enroll in this class, send your name, mailing address, telephone number and e-mail address with the registration fee to:

Jan Scheuerman, MDA
P.O. Box 189
Boxholm, Iowa 50040

Call: 515.846.6492 or e-mail: jans@wccta.net with any questions.



BEST CONTACT AT GENESIS®



If you have ever had a reason to contact Genesis® Artist Colors Home Office, chances are you have talked to Nancy Elliott. Nancy is the Senior Administrative Manager for the Genesis®. Last fall we contacted our customers and friends to announce that Nancy would be retiring. Because of health problems she would not be able to maintain the fast and rugged pace she has tracked for many years. It was a very sad time for those who had come to depend and rely on her for so much.

But, in this day of highly technical communications, things can change. Shortly after the first of the year and with the company's blessing, Nancy set up an office in her home that is connected to their computer system. She receives and disburses e-mails, makes phone calls, writes orders and, in general, keeps things running smoothly. We have noticed that she even sneaks into the office two or three times a week. Although she is not allowed to do the strenuous job of setting up and tearing down at shows, she attends as many as possible.

So, if you have a question or a problem, Nancy is available to help you. If you call and leave a voice mail, or an e-mail, she will get back to you usually within the day. Her dedication to her company and to you her customers is as strong as ever.

Feel free to contact Nancy Elliott: **Phone: 1.800.374.1600 (Ext. 342) • E-mail: nelliott@amaco.com**

COME BACK TO OILS - EXPERIENCE TRADITION WITH MODERN CONVENIENCE

There is a renewed interest in traditional painting styles. And what better way to achieve these effects than with Genesis® Artist Colors, which gives the look, feel and performance of oils without the drawbacks. Safe and nontoxic, you don't need to wait months for it to dry. Genesis® Heat-Set Oils gives you the chance to return to tradition with all the conveniences of today.



We hope you have enjoyed this issue of the Genesis Newsletter. If you have any questions or comments, feel free to e-mail us :

bobbie@gotcs.com

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