



# STAFF LED DEMONSTRATION: LESSON PLAN

## Spontaneous Painting with Liquitex Soft Body and Mediums

### Introduction

---

The aim of this lesson is to provide store staff with the information needed to host a successful demo using Liquitex Mediums.

Liquitex mediums allow artists to customize all the six Liquitex color ranges to create a wide variety of effects. The key is to provide information to your customers, so they can create a successful piece of art, while giving them tips to think about when they use Liquitex Pouring Medium and String Gel so that they feel ready to experiment on their own. It's important to note that Liquitex Acrylic Mediums are fully intermixable and archival. They also make excellent adhesives, so there's no need for additional glue when creating mixed media collages.

Liquitex Mediums can be used in many ways, but for this workshop you'll focus specifically on Pouring Medium and String Gel to create a non-representational painting in the manner of the Abstract Expressionists.

Additionally, Liquitex Soft Body color will be used. Soft Body is the Original Fluid Acrylic from 1955 and still popular today. Take a moment to dispel the misconception that Soft Body is a watered-down version of Liquitex Heavy Body. All Liquitex color ranges use the same high quality, artists' grade pigments; it's the viscosity of the acrylic binder that's used to adjust the viscosity of the paint.





## Things to Consider

---

1. Take the time before your workshop to become familiar with the products so on workshop day you're confident in your process.
2. Any fluid method of working with paint can be quite messy, so consider covering tables that will be used during the workshop.
3. You may also provide or suggest that attendees bring a cardboard box that complete work can be pinned to for the ride home.
4. You might also have an area of your store where work can dry. You can then offer attendees a special coupon that can be used in store when they return to pick up their work.

## Setting up Expectations for Demo

---

Do not shake or stir the Pouring Medium and String Gel Mediums with color too vigorously as bubbles will form. If this happens, allow to sit so they disperse.

Do not use with any non-acrylic media.

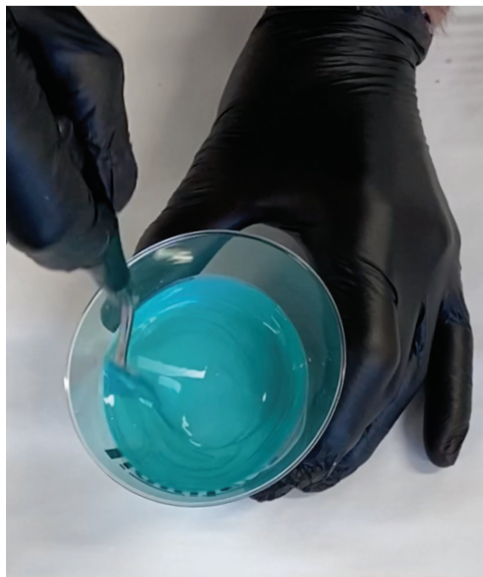
### TIPS

1. Prior to the workshop, hold a paint session with your colleagues. This is a great way to build camaraderie and to practice presenting the workshop.
2. Do a bit of research on the Abstract Expressionist movement of the 1940's and 50's. This will help you get to know the work of its most well-known artists like Jackson Pollock, Willem de Kooning and Franz Kline and provide anecdotes that you can share with workshop attendees while they work.



## The Project

---



### STEP 1: Mixing Color with Mediums

As many or as few colors can be used to create poured art. In separate cups mix a 10 to 1 ratio of Pouring Medium to color, and stir thoroughly but carefully with a palette knife making sure to avoid air bubbles. This is a good time to discuss other color possibilities like analogous colors, complimentary colors and those linked by warmth or value. A helpful food analogy is that Pouring Medium has a consistency similar to syrup, while String Gel has a thicker honey-like consistency which allows for more control. Any colors can be used, but for this workshop, colors reminiscent of the 1950's during that Abstract Expressionist movement have been chosen. Mix Neutral Gray 5, Unbleached Titanium, Bright Aqua Green, Iridescent Rich Silver and Medium Magenta with Pouring Medium and Ivory Black and Fluorescent Pink with String Gel.



### STEP 2: Pouring Base Colors

Start by pouring the Neutral Grey 5/Pouring Medium mixture on the canvas without worrying about covering the whole surface but rather in a lyrical manner. Artists like Pollock would listen to music so you may consider playing music during your workshop. Ask attendees to think about how different music styles might influence their color choices and how it's applied. Continue with Unbleached Titanium creating a base of two low chroma colors for the others to play off of.



### STEP 3: Applying Higher Chroma Colors

Continue pouring with Bright Aqua Green on top of the base colors, and discuss how any variety of colors can be used depending upon aesthetic choice. What mood will be achieved using analogous colors like blue and violets as opposed to reds and yellow. Continue this process with Medium Magenta and Iridescent Rich Silver while thinking about negative space. Pouring Medium will spread, so pour much less if you want to leave some of the white of the canvas as an active part of your composition.

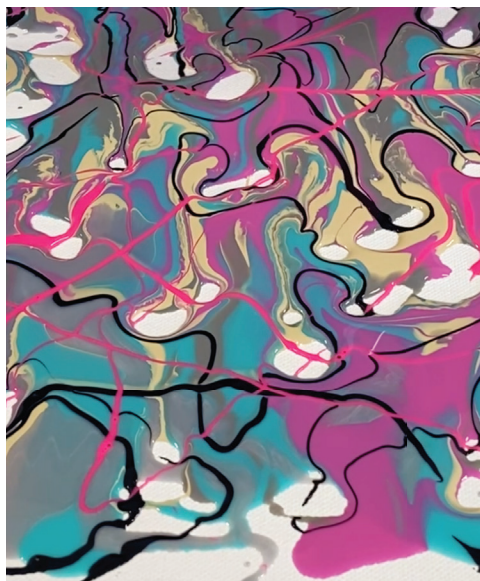


## The Project



### STEP 4: Applying String Gel

The thicker consistency of String Gel allows for more control. Apply the Ivory Black and Fluorescent Pink String Gel mixtures with the handle end of a paintbrush or a palette knife. Marks will vary depending upon how close a tool is to the surface. A variation that people can try at home is to let the Pouring Medium set up for about 20 minutes before adding String Gel. These areas will become less fluid and allow the String Gel to act as bold accents.



### STEP 5: Let Dry

Leave on a flat, level surface and let dry for at least 24 hours. Have a place in your store set aside where the poured paintings can be left to dry as transportation while wet will ruin them. Also, be sure to place plastic beneath the canvases to catch the paint overflow.

### MATERIALS LIST

1. Liquitex Pouring Medium
2. Liquitex String Gel
3. Liquitex Soft Body Acrylic Colors:  
(or colors of your choice)
  - Medium Magenta
  - Neutral Gray 5
  - Unbleached Titanium
  - Ivory Black
  - Iridescent Rich Silver
  - Bright Aqua Green
  - Fluorescent Pink
4. Liquitex Palette Knife
5. Liquitex Brush (size of your choice)
6. Canvas (size of your choice)
7. Disposable cups
8. Paper Towels
9. Rubber gloves

FIND THE TRAINING VIDEO ON THE BANK AT: <http://thebank.colart.com/view/00000>

## ABOUT LIQUITEX

### FOUNDED 1955

Challenging the established ways of doing things is in our DNA. It's how we invented the first water-based acrylic paint, and the reason why we have been innovating ever since. Empowering all artists to create with confidence and no limits.

