

## Mineral content

Any Fleur colour has max. 2% sheen, a standard very difficult to get to without affecting the vibrancy of the colours. The difference lies in the minerals contained in our paint. Fleur is made using a selection of very fine minerals, which make the finish look very matt while refracting and diffusing light on the painted surface.

If you look at an object painted with Fleur, you do not see a flat, "synthetic" mattness, but rather diffused light. You have the visual sensation of sinking into the colour and the final effect is very natural.

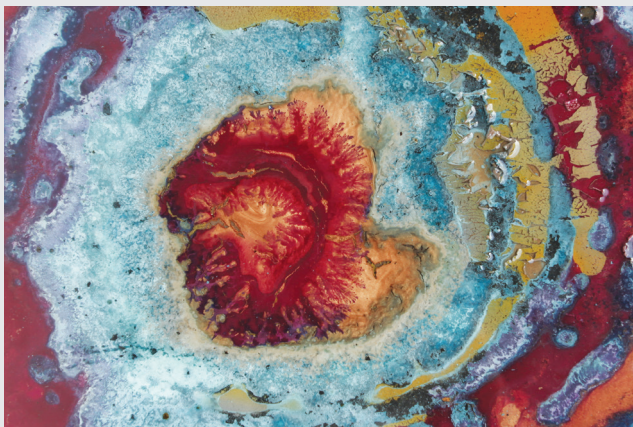


Fleur used on wood. (Jack Quick)

## Artist creative project

We collect the best ideas and share them. Fleur Paint collaborates with artists worldwide, in order to try out new techniques and uses of Fleur. For this reason we have developed a programme dedicated to all the artists who would like to become Fleur ambassadors by experimenting with our products and sharing their ideas with the community of Fleur users.

For further information on this programme send your inquiry to: [artistproject@fleurpaint.com](mailto:artistproject@fleurpaint.com)



Fleur used for fluid art. (Adele Dallamano)



Fleur used on canvas. (Lorenzo Ermini)

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Cod. 60613



## Fleur Paint

With artists, by artists, for artists.

## The Story



Fleur used for screen printing. (Jack Quick)

Fleur Paint originates from 70 years of experience in the production of paint for restoration, which was traditionally used to restore historical paintings, frescos and all kinds of artworks.

We have always manufactured products for restorers, until we decided to set off on a journey and create the best product possible, available for everyone, even for those who don't have skills in restoration.

As we were looking through old archives, we came across an old recipe which involved the use of exceptionally pure pigments and liquid silica binders. At that point we were facing a major problem, that recipe required a complex traditional method of production that couldn't be done with the current industrial manufacturing systems.

After a long search, we discovered a laboratory with a long tradition in the production of hand-made paints. At that point we adapted the original recipe to match the modern ingredients and we created an excellent product usable by everyone.

Fleur Paint has a natural chalky-like finish, which has not been reached by adding matting pastes, chalk or inexpensive fillers. Fleur is luxuriously matt and when it is hit by light, light spreads on the surface and bounces out in different directions creating vibrant, deep and luminous colours.

## Why artists love Fleur Paint?

Thanks to its unique recipe and top quality ingredients, Fleur Paint is an outstanding product that artists can easily shape and use for several applications. There are countless reasons why this product is chosen by artists worldwide, such as its high content of pigments and its mineral formula, which makes Fleur colours incredibly matt and vibrant at the same time.

Furthermore, thanks to its extreme versatility artists can use it on any surface, mixing and matching it with several mediums, according to their preferences and needs: liquid paint, sprays and markers. Our line also includes many mediums developed in collaboration with artists for artistic uses.



Painting on canvas made with Fleur.



Fleur used as ground for pencil and coloured pencil on paper. (Mara Apostoli)



Painting on canvas, oil look with Fleur. (Jeffrey Bramschreiber)

## Fine Art uses

Our team is constantly in touch with international artists who create their works with Fleur. Thanks to their passion and commitment, we identified, among others, the following artistic uses that are attainable with Fleur paint:

- Fluid art and pouring
- Screen print
- Ground for pastel pencil, coloured pencil and silver-point
- Coloured gesso for canvases
- Gouache on watercolour paper
- Watercolour effect
- Oil look
- Illustration
- Calligraphy and handlettering
- Spatula applications
- Airbrush
- Dry brush techniques
- Application on special materials: fabric, leather, rubber, glass, etc.



Fleur used for illustration. (Chiara Bolometti)



Fleur used as ground for Indian ink on rubber. (Mara Apostoli)