

What medium do I use?

Genesis Artist Colors™ have many properties inherent in the chemistry that allow them to be used without traditional mediums. Most traditional mediums are not needed with Genesis Artist Colors™ and many are not chemically compatible. We do offer Genesis Thinning Medium, Glazing Medium and Thick Medium to alter the performance of Genesis Artist Colors™.

Do I have to use solvents?

How do I clean brushes?

No solvent is required. You can use various Genesis Mediums to alter the flow characteristics. Warm water and soap can be used to clean brushes. If you choose, brushes need not be cleaned, as the paint will not dry in them.

I am allergic to solvents. Can I use Genesis?

There are no solvents in Genesis Artist Colors™. If you have high sensitivities, you should consult with your doctor to determine the appropriateness of any medium.

What kind of canvas can you use?

Both primed cotton and linen work well.

Can I work on acrylic gesso? Wood?

Applying Genesis Artist Colors™ to acrylic gessoed surfaces works well. Genesis also works well with primed hardwood surfaces. It requires abrasion and proper drying. Some hardwood will perform better than others and adhesion varies with board quality. Genesis Artist Colors™ work well on most primed woods.

How do you clean up?

Palette: First take away the quantities of paint with a palette knife or spatula. Use a window cleaner and soft cloth to wipe clean.

Hands: Soap and water.

Clothing: Wash as normal. You may put some spot cleaner or dish soap directly on a paint spot. This will get most of the paint out and usually gets it all out. However, once the paint has been heated into clothing (in a clothes dryer), it does not wash out.

Brushes: Many artists don't clean most of their brushes if they are painting with the same colors! Soap (dishwashing detergent) and water can be used.

Rubbing alcohol and solvents such as mineral spirits may also be used. We suggest trying Genesis Artist Colors™ Brush Cleaner, available in 4 oz. and 16 oz. sizes.

Genesis Artist Brushes *Lifetime Guaranteed!*

Why does Genesis come in a jar?

Jars allow you to get at all the paint you have purchased so there's no waste, and the jars can be reused to store custom blends you want to keep. Because Genesis stays wet even in an uncovered jar, it's available for you to paint anytime you want.

How much are individual colors?

Ask your local retailer or refer to our current price list. Genesis Artist Colors™ retail at prices similar to other artist grade paints.

If I get primary colors can I mix all of the other colors myself?

Yes. Genesis is available in single colors as well as in color systems. At the dark end of the spectrum, colors are made with pure pigments. Generally, lighter values are more opaque to ensure coverage. Light values are obtained by adding a specially blended white to pure color.

How about traveling and how do I dry it in the field?

Genesis Artist Colors™ travel well and the Systems are designed for portability. Our current drying systems require 110-volt electrical service. A portable drying system is not yet available, however. For now, you will need access to electricity to do field work.

Is it archival?

The carrying medium and pigments were developed to give Genesis Artist Colors™ strong archival qualities.

What are the lightfastness ratings?

Pigments are selected for their very high lightfastness ratings.

GENESIS™

ARTIST COLORS

HEAT-SET ARTIST OILS

*The only fine art paint
that dries
when you want it to!*

USAGE AND INSTRUCTIONS

This brief instruction guide introduces you to Genesis Artist Colors™. We assume that most people reading this are somewhat familiar with painting. If you are new to painting, we encourage you to try Genesis and work with an instructor.

Genesis Artist Colors™ International
The Fine Art Division of American Art Clay Co., Inc.

AMACO

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GENESIS ARTIST COLORS™ – AN OVERVIEW

Genesis Artist Colors™ is a new paint chemistry called Heat-Set Artist Oils. Developed by professional artists, they offer the feel, opacity and translucence of traditional oils without the drying time, toxicity and odor. Colors will stay wet until heated, making them more convenient than oils or acrylics.

Genesis is a fine art paint that is ready to apply without repeated pre-mixing, and will not dry until you want it to and then dries very quickly. Genesis Artist Colors™ have excellent body, offer fine control in mixing, blending and application, can be worked in many states without the addition of mediums, and have a thick, rich consistency.

Genesis Artist Colors™ utilize a non-drying synthetic oily liquid imbedded with a heat-sensitive curing agent that allows for "on-demand" drying. Once the drying temperature is reached by the application of heat (using our Genesis Drying Gun or Genesis Full Canvas Drying Box) activating the curing agent, the colors will dry immediately.

Many artists have found success drying their work for several minutes in a kitchen oven set at between 250°F to 280°F (121°C to 138°C). *Set the painting on a cookie sheet to avoid getting paint on the inside of the oven.*

To dry fully, Genesis Artist Colors™ must reach 250°F to 280°F (121°C to 138°C) for several minutes. Bringing the paint to this temperature without overheating is important. Genesis Artist Colors™ will dry better at the recommended temperature range applied for a longer time than having extreme heat brought to bear quickly.

Once you have heated Genesis Artist Colors™, allow a few minutes for cooling before applying the next layer. While warm, the paint will be quite soft and

pliable. After cooling it will become more rigid though still quite flexible.

For larger surfaces you may wish to explore drying using a radiant heater. Call us and we will discuss this process with you.

GENESIS ARTIST COLORS™ AND TOXICITY

We have produced the Genesis Artist Colors™ line to be entirely non-toxic, cadmium free and odor free. Genesis Artist Colors™ conform to ASTM D-4236 and 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.

Use with safe handling practices: avoid contact with eyes; wash hands after use.

If you would like further information or a Material Safety Data Sheet please call AMACO® Customer Service at 800-374-1600.

DOs and DON'Ts

- ◆ **DO** use a glass or other non-porous surface such as china, polished marble or porcelain for your palette.
- ◆ **DO NOT** mix Genesis Artist Colors™ with other oils or acrylics. Their chemistries are very different and the results are unpredictable.
- ◆ **DO** clean your brushes using warm water and soap such as a dishwashing detergent. Rubbing alcohol also works well, as does a glass cleaner.
- ◆ **DO NOT** thin Genesis Artist Colors™ with water. They are not water miscible or soluble.
- ◆ **DO** thin Genesis Artist Colors™ using non-toxic Genesis Thinning, Glazing and Thick Mediums.

◆ **DO** dry Genesis Artist Colors™ long enough for the heat to fully penetrate the depth of your application -- as little as 2 minutes for thin layers, longer for thicker impastos.

◆ **DO** keep your direct heat drying source at least an inch away from the paint to prevent possible damage. The drying process is not reversible.

◆ **DO** store Genesis Artist Colors™ away from heat sources. ◆ **DO NOT** store in the trunk of your car or where the temperature could reach 100°F (38°C) or greater.

◆ **DO NOT** cover Genesis Artist Colors™ with plastic wraps, as some of the ingredients may migrate from the paint to the plastic should they touch.

◆ **DO NOT** apply varnishes to protect finished works. Solvent-based varnishes will dissolve and destroy the dried paint and leave the finish tacky and unable to be dried.

◆ **DO NOT** use rabbit skin glue to size your canvas. It is not compatible with Genesis.

ANSWERS TO FAQs

Can I mix with oils and/or acrylics?

No. Genesis Artist Colors™ cannot be mixed with oils or acrylics. To thin, mix with Genesis Thinning, Thick or Glazing mediums.

Is it water-soluble?

Is it water or solvent based?

Genesis Artist Colors™ are neither water nor solvent based and are only water soluble with soap and water for clean up.

What is the difference between Genesis and alkyds or the water miscible oil paints?

The basic nature of the paint is different. Genesis Artist Colors™ uses a non-drying base medium. The others are based on different chemistries requiring various amounts of evaporative drying.