

# SENNELIER

## ARTISTS' WATERCOLORS

### HISTORY

Gustave Sennelier came to Paris as a young man to fulfill his dream of making artists paints and entered Le Centre Nationales Arts et Metiers, studying chemistry. He began producing paints for his artist-friends, Cezanne, Sisley, Renoir, Monet, and Pissarro in 1886 and in the following year he established SENNELIER Maison at 3 Quai Voltaire which is still in operation today. In 1889 he created SENNELIER Artist's Watercolors.

### COLOR PHILOSOPHY

During the last century, SENNELIER has been in the forefront with the development of lightfast synthetic organic and inorganic pigments, which have been used to replace traditional pigments that are less stable in terms of lightfastness. An aesthetic and philosophical choice was made by SENNELIER, to keep both the original historical colors as well as to provide artists the option of new more lightfast pigments. New synthetic colors have been added and some of the original historical organic colors have been replaced with synthetic organic colors which are more lightfast. SENNELIER uses these new synthetic colors, only when these replacement colors provide a true representation of the original historical color. In cases when this is not possible, the original color is retained (Alizarin Crimson, for example). New colors such as Quinacridones have also been added to create the modern range of 80 colors.

### PAINTMAKING PROCESS:

SENNELIER is the only paint company that soaks pure pigments in distilled water for 24 hours before mixing. After soaking, the pigments are mixed with the binding agents and ground. The preliminary soaking allows the pigment and binder to fuse more completely, and for colors to develop completely. Pigment-paste is ground on hollow metal cylinders. During grinding cold water flows through the grinding cylinder insuring that the cylinder remains cool and does not become heated, which would alter the color. This paste is ground repeatedly until maximum pigment smoothness and uniformity of dispersion of pigment particles is reached. The ground color is left to sit for several days before being put in tubes. This process yields a highly pigmented paint that is very pure with brilliant color. SENNELIER Extra Fine Watercolors do not fade as they dry on paper as opposed to other watercolors. They are brilliant, luminous and maintain their high chroma even when dry.

### ATTRIBUTES

80 distinctive colors in extraordinary color intensity with delicate transparencies and subtle tones. Colors dry to a unique satin luminosity called a "French Finish". All colors are archival and permanent and rated with ASTM lightfastness rating of I (\*\*\*) or II (\*\*). Pigment load in tubes and half pans is equal.

### BINDING AGENTS

**Gum Arabic:** The binder for watercolor. It is a resinous binding agent derived from the Acacia tree. Incisions are made in the bark of the tree and the resinous sap is exuded. SENNELIER selects the highest quality gum from trees in Sudan, Africa, specifically from Kordofan. Retained in its raw natural state in large chunks rather than powder, the gum is dissolved slowly in cold water, preserving its maximum binding strength, resulting in a resin rich solution.

**Glycerin:** Gum Arabic used alone is brittle when dry. Glycerin is a clear colorless non-toxic, non-volatile, syrupy alcohol, which is mixed with gum arabic to add plasticity. It prevents extreme drying or flaking of watercolor paint and improves brush-ability & solubility of the color.

**Honey:** Added to the gum arabic-glycerin solution to impart distinctive luster to the colors. Also acts as plasticizer and contributes to overall smoothness of the paints both in grinding and painting. Can be used to formulate the paints so that they stay semi-moist in cake form.

SENNWC2

### Savoir-Faire

IMPORTERS OF FINE MATERIALS FOR THE ARTS

40 LEVERONI COURT, NOVATO, CA • TEL 415-884-8090 • FAX 415-884-8091 • [www.savoirfaire.com](http://www.savoirfaire.com) • [info@savoir-faire.com](mailto:info@savoir-faire.com)