

LEFRANC
BOURGEOIS
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The Budding Artists' Handbook

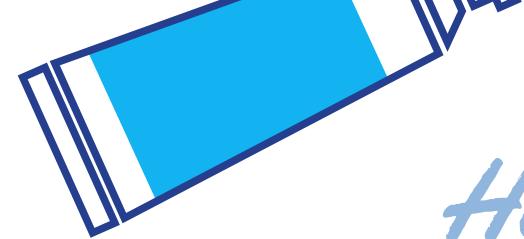
Become a paintbrush
superhero by mastering practical
skills and artistic handicrafts.
Long live the creative revolution!



*Workbook #2
acrylic special*

THE LEFRANC BOURGEOIS STORY

Way back in 1720, Charles Laclef, an ancestor of the Lefranc family, began to manufacture paints. He started supplying them to the painter Chardin who lived above the family shop in Paris. The Lefranc family's passion, later combined with that of the Bourgeois family, was passed down from father to son more for than 300 years and left an indelible mark on the history of art.

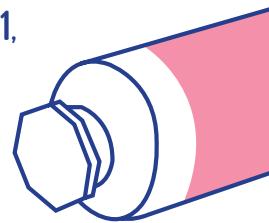


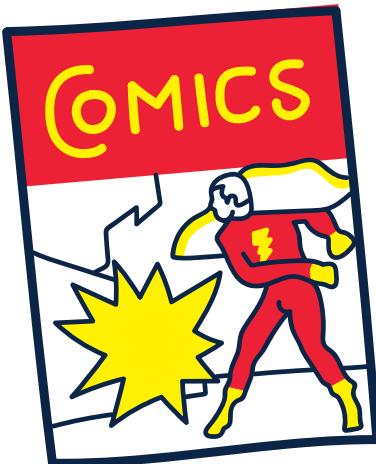
How?

In addition to creating the **most beautiful colours & textures in painting**, the Lefranc and Bourgeois families democratised **modern paint conditioning** thanks to the introduction of the tube and screw cap in 1859. They also patented the first paint, **free from toxic substances** for children.

Picasso, Matisse, Cézanne, Dubuffet and Braque. Every great artist from the first half of the 20th Century used Lefranc Bourgeois paints because of their superior quality of their colours.

Leading on from the **Special Gouache Notebook #1**, which taught you how to mix colours and paint like an impressionist, let's take a leap forward to the **middle of the 20th Century**.

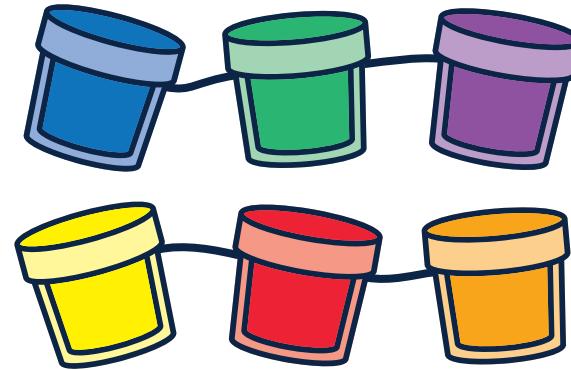




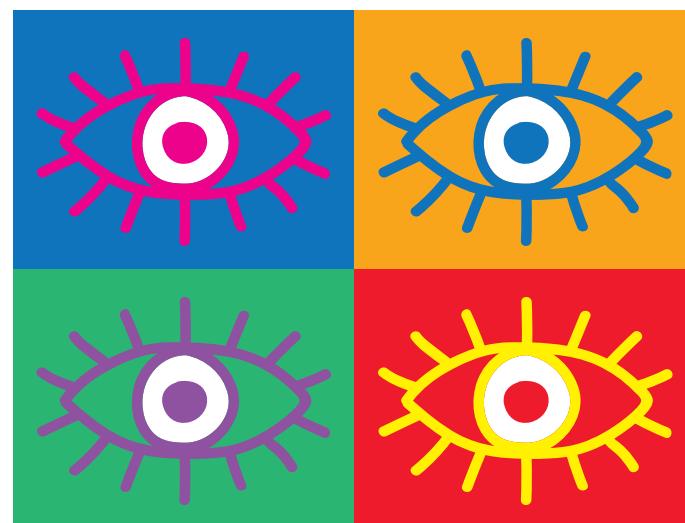
It's the 1950s. The wind of **modernity** has swept through every continent. We have entered the media age! Television and new forms of communication are everywhere!

Young American artists, Andy Warhol, Roy Lichtenstein and Keith Haring are inspired by **advertising, posters and comic book heroes** to create Pop Art.

Pop Art, short for Popular Art, has exploded. It is the creation of colourful paintings inspired by **everyday objects** and life.



Lefranc Bourgeois supported the Pop Art movement in France by **creating the first Vinyl Flashe paint** in 1954. Distributed and available to all in 1955, it was **used by renowned artists**, Niki de Saint Phalle, Jean Dubuffet and Victor Vasarely. Vinyl Flashe was revolutionary! By introducing colours that were **lively, intense, luminous**, they helped artists create vibrant, **eye-catching paintings!**



What is acrylic painting?

Acrylic Paint is made out of pigments and neutral pH acrylic resin. It can be applied straight from the tube, or after being diluted with water.

The Lefranc Bourgeois Kids Acrylic Paint Range

It is:

Resistant and fluid, it is a flexible paint that can be applied with ease.

It has a strong colouring and covering power, is indelible after drying and has a very rewarding finish.

You can:

Apply it with a brush or a roller.
It dries quickly.

Its texture:

It's available in several finishes:
matt in cups, ultra-shiny in bottles.
Long lasting, transparent finish in ergonomic mini bottles
suitable for creating stained glass effects.

It adapts to all surfaces:

wood, paper, cardboard, textile, plaster, salt dough and terracotta.

 Water soluble paints and accessories 

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Learning With Art Lefranc Bourgeois

Ultra shiny effect



Ultra Shiny Glossy Acrylic
Long lasting paint in 250 & 500ml ergonomic bottles with measuring caps and valves.

This Glossy Acrylic has a satin finish and comes in 22 shades, with two metallic finishes.

Matt effect



Matt with 12 detachable
5ml cups & a wooden
brush.

Stained Glass Effect



Stained Glass Window Kit with 4 mini 35ml ergonomic bottles and one 60ml bottle for outlines. Glitter version available.

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Paint in acrylic to create Pop Art!

Keith Haring, one of the most admired figures in the Pop Art movement, used acrylic paint because of its energy, vibrancy and versatility. Keith's paintings are characterised by flat areas of bright colour and young characters with bold black outlines. Acrylic paint empowered him to bring stories and messages to life.



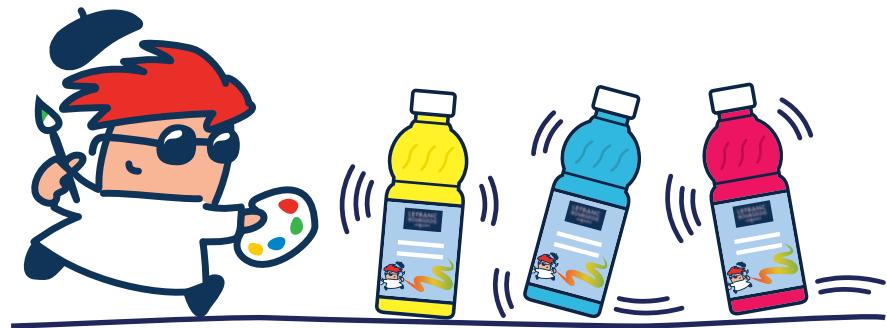
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Keith Haring and Art for All

Keith Haring is famous around the world for his frescoes, painted across streets and subway stations. They evoke the world of comics and help make art accessible to everyone.



Paint like Keith Haring!



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Paint like a Pop Art artist!

*Be inspired by Keith Haring's characters.
Try painting the people you know and admire!
Learn how to make solid areas of colour with
Lefranc Bourgeois Kid's Glossy Acrylic*

Completion time: 25 minutes

What you'll need: Glossy Acrylic Paint (black, white, blue, yellow and red)
2 Ergonomic Flat Brushes (one fine and one wide)
Special A4 Painting Paper
Optional: A leak-proof brush-washing cup
Other materials: Cardboard, ruler, glue and scissors

How to make a flat-tint: Apply the acrylic on to the paper, card or another support by painting back and forth.

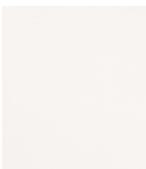
Try mixing your colours! Mix blue and yellow to make green, or red and yellow to make orange. To learn more about mixing colours, read the **Special Gouache Handbook #1** available at www.lefrancbourgeois.com



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1. Cut out some squares of cardboard. Each square should be 10 x 10 cm.



2. Apply two layers of White Glossy Acrylic with your thick brush to squares of card, covering them completely.



3. Once the paint is dry, use your thick brush to paint each cardboard square with a colour of your choice. Make sure that you cover the card completely.



4. Cut out the silhouettes on page 13. Once the paint on the cardboard is dry, use a pencil to trace the outlines of the silhouettes onto them.



5. With your fine brush, paint on top of your pencilled outlines on the card with Glossy Black Acrylic. Once the paint is dry, cut out the silhouettes along the outer edge of the black outline.

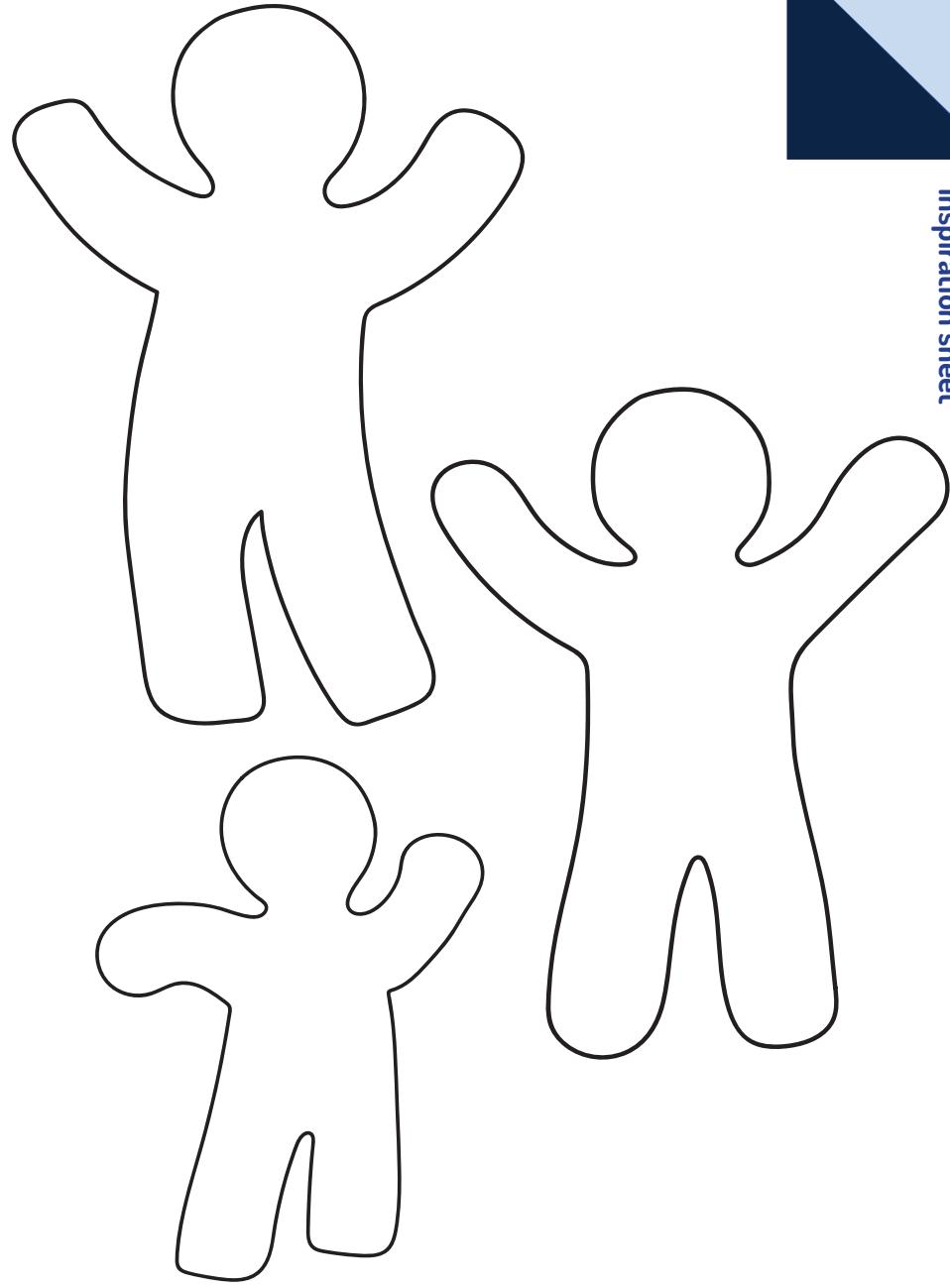
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6. Paint your Special Paint Paper the colour of your choice. Once the paint is dry, glue your silhouettes onto it. Try to make a scene!



7. Once the silhouettes are fixed onto the paper, use a fine brush to paint vertical lines in Glossy Black Acrylic to add emphasis to them. Finally, be inspired by this example with the red heart to tell your story!



Lefranc Bourgeois' commitment for budding artists

For 300 years, renowned French brand Lefranc Bourgeois has set the industry benchmark with its expertise, producing high-quality products that are designed and manufactured in its eco-friendly factories, guaranteeing optimal safety for young and old artists alike.

All our products meet the latest regulatory standards; the CE (European conformity) mark, standard EN 71 on toy safety and the EU Toy Safety Directive, guaranteeing that they are safe, non-harmful and correctly labelled and stocked.

Thanks to our pedagogical approach divided by age group from 18 months to age 10 and above and illustrated by the “Elbe” character on our packaging, Lefranc Bourgeois helps foster creativity in children from a very young age and accompanies them throughout their artistic education

Art is a great early-learning activity. It contributes to children’s personal development and helps them to express their imagination and emotions. Doing art as a family inspires and promotes the creative bond between parents and their children.