

LEFRANC  
BOURGEOIS  
*enfants*

# *The Budding Artists' Handbook*

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

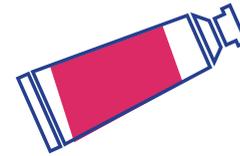


*Workbook #1  
gouache special*

## THE LEFRANC BOURGEOIS STORY

Way back in 1720,

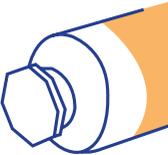
**Charles Laclef**, an ancestor of the Lefranc family, began to manufacture paints. He started supplying them to the painter Chardin who lived above the family shop in Paris. The Lefranc family's passion, later combined with that of the Bourgeois family, was passed down from father to son more for than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



### How?

Not content with creating **the most beautiful paint colours and textures**, the Lefranc and Bourgeois families **brought contemporary paint packaging** to the market. They also patented the first non-toxic **gouache** for children.

The commercialization of the **screw cap** by Alexandre Lefranc in 1859 enabled artists to paint outside their homes, **increasing their freedom and giving rise to the Impressionist movement**.



Later on, modern art pioneers such as **Picasso, Matisse, Cézanne, Dubuffet and Braque** helped to raise the profile of Lefranc Bourgeois by becoming prestigious clients.



“Every child is an artist”

Pablo Picasso

*You too can become a paintbrush superhero by discovering our sets of colours, learning how to mix them, painting with gouache and expressing your surroundings by painting them – just like an impressionist!*

## THE COLOUR WHEEL

Did you know that there are three magic colours?

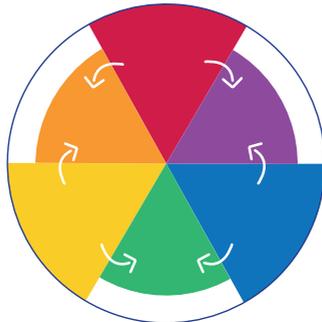
**Red - Blue - Yellow**

**Why are they magic?**

Because they cannot be created using other colours!  
That's why we call them **primary colours**.

When these three colours are mixed together they produce  
**three secondary colours:**

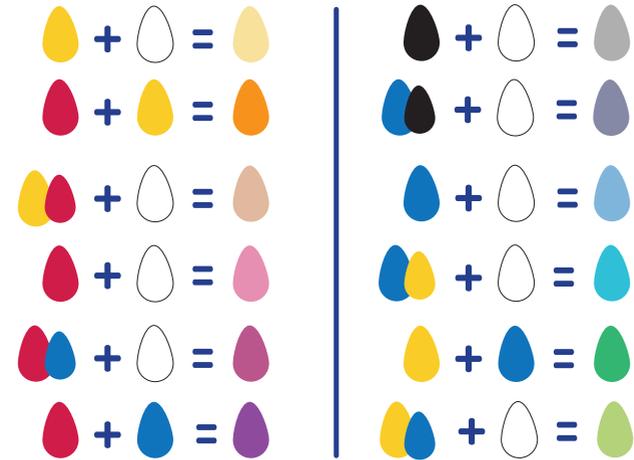
**Purple - Green - Orange**



The colours opposite each other in the wheel are called complementary colours. Placed next to each other, they create a contrast that makes the colours appear to "vibrate". Many painters have used this technique to captivate their audience.

## MAGIC COLOUR MULTIPLICATION

If you add black and white to Blue, Red and Yellow, the three primary colours, you can make 12 new colours:



*Ready to make a start?*

*Now, the first thing you need is paint. We recommend starting out with gouache. Choose whichever paint is most suitable for your age group.*



## So what is gouache?

Gouache is a mixture of pigments and gum arabic from the acacia tree diluted with water. It can be used pure or diluted

The Lefranc Bourgeois Kids gouache range

### It is:

Easy to use thanks to its consistency  
Odourless and mess free, it is also fast drying.  
It can be remixed once dry by adding water. A little goes a long way!

### You can:

Use it without water for an intense, block-colour effect or dilute it for a transparent finish similar to watercolour.

### The texture:

It is available in several formats: the bottles of liquid gouache and the Redimix range are designed for very young children. The finger paints and school ranges consist of tubes of semi-liquid gouache. There are also gouache pans available which need to be diluted with water. The thick gouache range comprises pots of thick paint.

**It can be used on any medium: thick paper, cardboard, plaster, wood, salt dough, eggshell, lightweight fabric, dried vegetables and more.**

 Tools can be rinsed clean with water 

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## Lefranc Bourgeois' pedagogical approach

age 3 and above



liquid paint



thick paint



age 3 and below

1- Gouache pans

2- Redimix gouache in bottles ranging from 250 ml to 2 L, 28 colours

3- School gouache Paint box with 10 x 10 ml tubes of paint and a wooden paintbrush

4- School gouache Cardboard box with 5 or 10 x 10 ml tubes of paint

5- Thick gouache in 6 x 22 ml paint pots

6- Gouache for very young children in 500 ml bottles, 12 colours, available 2020

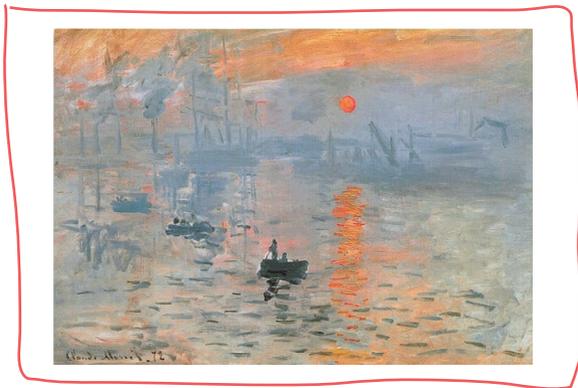
7- Gouache finger paints in 80 ml tubes, 10 colours.

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*Paint like an impressionist*

It was Claude Monet's 1872 **painting**, Impression, Sunrise which inspired the name of the French Impressionist movement, marking the birth of modern art and the break with tradition.



*Claude Monet,  
an outdoor artist*

The invention of paint tubes enabled artists to venture outside and let themselves be guided by their impressions of nature as it moved and evolved before their eyes with the changing light.

Rather than painting conventional still-life landscapes, **Claude Monet reproduced his impressions of the landscape** he was immersed in, paying particular attention to the light and its vibrations. Other famous artists such as Cézanne, Renoir, Matisse, Pissaro and Manet also employed **the impressionist technique**, using small strokes of contrasting colour.



## You too can paint like an impressionist!

Choose a familiar landscape that you like near where you live, learn to mix the colours and to recreate what you can see and more importantly what you feel using small brush strokes.

*Time required: 20 minutes*

The Lefranc Bourgeois materials you will need: gouache, a round Grippy paintbrush, special A4 or A3 painting paper. Optional: a round palette to mix the colours and a no-spill water cup to rinse your brushes.

Try mixing different colours to create things like the sky, the sun, leaves or a mountain.

	Sky blue =		+	
	Orange =		+	
	Green =		+	
	Brown =		+	

## The impressionist touch!

Once you've mixed your colours and used them, apply little daubs of paint using primary and secondary colours to create an impressionist look.

For example, layer daubs of white onto the sky, daubs of red for the sun and daubs of yellow for the leaves. For the mountain, you can add daubs of white, yellow and orange.

	try adding daubs of (For a darker blue, you can add daubs of blue)	
	you can add daubs of	
	you can add daubs of	
	you can add daubs of	

Don't forget to rinse your brush before dipping it into another colour and make sure to regularly change your water.

Here are two examples of landscapes painted in the impressionist style:

Here, the mountains reflect the sun's golden rays and all the colours vibrate with energy.



Here, the mountains reflect the rosy glow of the setting sun and all the colours twinkle with touches of light.



*PAINT your own landscape based on how you feel.*

# *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.