

The Bevelled Edge

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New para paints collection celebrates Québec art, landscape

Leading Canadian architectural paint brand PARA Paints has launched a new, unique collection of paints, developed to celebrate Québécois art and the unique colours of the Québec landscape.

Called *les couleurs de chez nous*, the collection is the first of its kind in Québec, featuring 27 brand new, unique paint colours inspired by nine works from some of Québec's most notable landscape artists.

"Our goal was to create a collection of architectural paint colours that would help consumers bring the distinct colours of the Québec landscape to life on the walls of their budget," said Kevin Skelly, Marketing manager of PARA Paints and a Chairholder of the Virginia-based international colour forecaster, Color marketing Group, who conceived and developed the new collection.

The nine works of art from which PARA's collection was created include: "Vue magnifique, Baie St-Paul," by Louise Kirouac ; "cours d'eau" by Yves Joseph Nolet; "Cascades" by Claude Langevin; "Le rocher percé" by Paul "Tex" Lecor; "Le village du Nord" by Normand Hudon; "Silence estival" by Gaston Reby; "Lorsque le temps deviant printemps" by Claude Tremblay; and "Vivaldi I" by Roland Palmaerts.

Each of these artists is represented exclusively by St-Lambert, Que.-based Multi-Art Ltée which partnered with PARA on this projet (with the exception of Yves Joseph Nolet, whose works are sold independently).

"Using artists' paintings to represent the colours of Québec was a fantastic idea and Multi-Art is very proud to participate in this unique projet," said Multi-art Ltée vice President Natalie Beauchamps, daughter of leading Québec art dealer Denis Beauchamps. "Inspired by Québec artists' palettes, PARA Paints' new colour collection is a fresh way to give the public ideas on how to beautify their homes, making art accessible to everyone."

Les couleurs de chez nous is particularly unique, explained Skelly, because each of the artists themselves named the paint colours (with the exception of Normand Hudon, who passed away in 1997). With paint names such as "Caressé u soleil" and "Une oasis de lumière" for yellow tones, to "Sol d'argile ombragé" and "Féerie automnale" for red shades, the artists demonstrated their creativity in words, in addition to art, through the new collection, he added.

“What a nice combination using artists’work to illustrate paint colours. I am honoured to have been selected,” said leading Québec artist Louise Kirouac, whose painting appears on the front cover of the Les couleurs de chez nous colour card.” I think that this wonderful project will contribute to enhancing the value of both Québec artists as well as PARA Paints.”

Artist Jacques Poirier agrees, adding. “Every artistic choice involves choosing colours, hues and shades to create a desired environment. It’s therefore a natural fit to call upon professional artists to present and translate the shades according to the emotions they feel.”

To learn more about PARA’s new Les couleurs de chez nous paint colour collection, or for a Les couleurs de chez nous colour card which provides a three-paint-colour combination beside wach of the nine works of art showcased please see you local PARA dealer, visit PARA’s web site at www.para.com or call 1-800-461-PARA.