

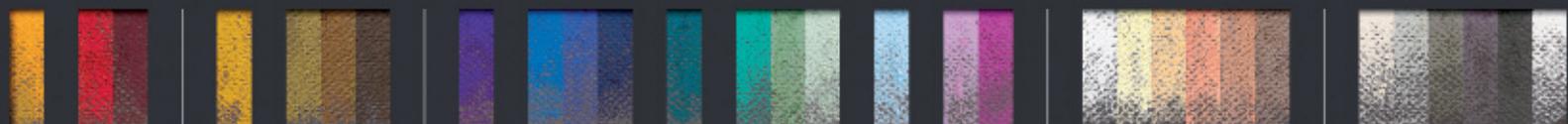


84 CUBES   84 PENCILS
— PASTELS —



ARTIST 

PRESS KIT



CARAN D'ACHE CREATES THE LARGEST PALETTE OF DRY PASTELS IN TWO COMPLEMENTARY MEDIUMS

ALREADY RECOGNISED FOR ITS EXPERTISE IN THE WORLD OF COLOUR, CARAN D'ACHE NOW GOES EVEN FURTHER BY INTRODUCING AN ORIGINAL RANGE OF DRY PASTELS IN 84 COLOURS, IDENTICALLY AVAILABLE IN TWO COMPLEMENTARY MEDIUMS. THIS NEW GENERATION OF PASTEL PENCILS AND PASTEL CUBES, DEVELOPED DURING MORE THAN TWO YEARS OF RESEARCH, IS PRODUCED IN THE COMPANY'S GENEVA WORKSHOPS TO THE RIGOROUS STANDARDS OF THE "SWISS MADE" LABEL.



Manufacturing dry pastels calls for considerable patience as well as specialist expertise and Caran d'Ache has had to be highly inventive in perfecting its latest innovations. Driven by its passion for colour and its love of new challenges, the Geneva company has developed these dry pastels for both professional and leisure pastel artists. With a rainbow of 84 shades, they form the largest colour range ever produced in two complementary media – Caran d'Ache PASTEL PENCILS and PASTEL CUBES.

This comprehensive selection, developed during two years of intensive research, enables pastel artists to widen their choice of techniques and also to vary the effects they create through a very specific choice of colours. The Caran d'Ache R&D team was determined to create all the shades that are most useful for pastel artists – a real challenge, considering the fragility of pastels and how delicate they are to produce.

Their efforts resulted in four boxes containing PASTEL PENCILS and PASTEL CUBES arranged in various themes. The LANDSCAPE box has its greens, blues and greys; the PORTRAIT box has its soft browns and flesh tones; the INITIATION box contains the essential colours for all those taking their first steps in pastel drawing, and lastly the RETOUCHE box offers six surprising colours, ideal for creating light and shade and adding the "finishing touches" to the work. This palette has been designed to satisfy the most demanding artists, professional and amateur, in every way.



CARAN D'ACHE AND PASTELS : A STORY THAT GOES BACK A LONG WAY

Drawing with dry pastels has its origins in prehistoric times and even today it is sometimes seen as a "Dry Painting" technique. From the 15th century, Leonardo da Vinci, Michelangelo and Raphael used pastels for sketching. In the 18th century, pastels became popular with famous portrait artists such as Quentin de la Tour who used them to immortalise some of the leading figures of his time, including Voltaire, Louis XV and Madame de Pompadour. Later, great impressionists such as Auguste Renoir and Edgar Degas helped to build the reputation of the medium. Pastel art is spontaneous and tactile because the pigment can also be applied and spread with the fingers. It has evolved over the centuries, adapting to the style of each period to meet the tastes and needs of artists today.

The introduction of PASTEL PENCILS and PASTEL CUBES is a natural step in the company's long involvement with the demanding world of colour. For 60 years its engineers and craftsmen have carefully developed a body of specialist expertise and produced a panoply of pastels for the widest spectrum of techniques and applications. The first NEOCOLOR I® wax pastel was launched in 1952 followed by NEOCOLOR II® in 1974, then came NEOPASTEL® oil pastels, the ART BY and SOFTPASTEL lines, and now the dry pastels unveiled in 2012. Caran d'Ache is

one of the very few companies today that can offer wax, oil, and dry pastels. This very large and varied selection is manufactured, like all its other creations, to the standards of the Swiss Made label, guaranteeing that every stage of production is rigorously controlled in the company's Geneva workshops.



1915
Origine

1929
Fixpencil®

1931
Prismalo®

1952
Neocolor®

1974
Neocolor II®

1985
Neopastel®

1988
Supracolor®

1990
Pablo®

1999
Neoart™
Aquarelle

2000
Art by
Caran d'Ache

2001
Softpastel

2003
Museum

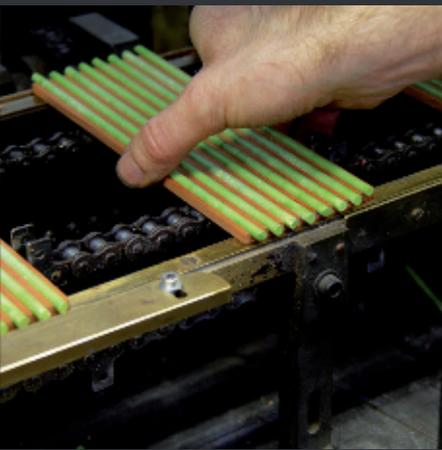
2006
Graphite
Line

2008
Luminance
6901*

2012
Pastel Pencil
Pastel Cube



A MAJOR ACHIEVEMENT : CREATING THE LARGEST PALETTE IN TWO COMPLEMENTARY MEDIUMS



Because every colour is unique, each of the 84 shades offered in both CUBES and PENCILS has been specifically formulated. For some of the colours, more than six months of development with trials of up to 50 formulas were required to achieve the perfect smoothness and strength. Eric Vitus, Head of Colour Research and Development at Caran d'Ache, makes the point: "With 84 shades in two complementary mediums, what we are launching today is not a new product but 168 new products!"

To achieve such a high level of quality, Caran d'Ache has been relentless about the purity of the raw materials used. For the PASTEL PENCIL this includes pigments, rubbers and first-quality cedar wood. The paste is worked by hand and fed into square or round moulding dies to form cubes or pencil leads. The PASTEL CUBES are allowed to dry at room temperature over several days while the PASTEL PENCIL leads are oven-dried in special baskets. The leads are then carefully glued between two strips of finest California cedar wood and cut into lengths to produce several pencils. Four coats of clear varnish are applied before they are given a colour cap that is as close as possible to the exact shade of the lead. The final stage is to sharpen the pencils in a double-cone process, a particularly delicate operation with such a fragile product.



CREATED BY PASTEL ARTISTS FOR PASTEL ARTISTS

To perfect this new range of dry pastels, Caran d'Ache craftsmen had to find the right balance of creativity, perseverance and rigour. They undertook a two-year process, advised at each stage of development by up to 15 pastel artists with worldwide reputations.

This passion for perfection and for colour has driven Caran d'Ache to introduce dry pastels that fully satisfy the needs of pastel artists. For them, the most important factor is the selection of colours and this range has met with unanimous approval. "The choice of colours is extraordinary! The ones I use most often are all in the Caran d'Ache palette" says the German pastel artist Susanne Mull. "My favourites are mostly the toned down colours, the green chromium oxides, and the basic colours like the reds, blues and yellows that can be light or dark yet deep at the same time. All the values of each shade are included, from almost white to almost black, and it's the same for the warm and cold grey tones."



Another strength of this selection of 84 colours is the large range of browns and flesh tones that are particularly useful in portraiture, a favourite theme of many pastel artists. Some of the shades are simply not available in competitive products. "As someone who specialises in animal subjects, I am very pleased with this palette of colours" says the portrait artist, Mary Herbert. "They are very natural which is something I really appreciate because I spend a lot of time having to mix the tones I find in other ranges of pastels."

As well as developing intense colours with excellent UV-resistance, a good deal of serious research on texture has been done with the artists and has produced pastels that are rich, strong and smooth at the same time. "The pastel pencils are better than I could have hoped for" continues Mary Herbert. "They are very creamy, easy to handle and the colours cover the paper really well." The French pastel artist, Evelyne Baud agrees: "The lead is very powdery and blends perfectly. It is strong, it doesn't bleed, it sharpens well and it doesn't leave any spots after blending with a finger. This pencil is an excellent medium for detailed work."

The artists also appreciate the pencil's hexagonal shape. Muriel Gutierrez says "I really like the idea of a hexagonal pencil that doesn't roll and fall on the floor. This is more important for pastels than other pencils because they are so fragile and sensitive to shocks."

WITH THIS NEW RANGE OF DRY PASTEL PENCILS AND CUBES, CARAN D'ACHE WRITES ANOTHER CHAPTER IN ITS LONG LOVE STORY WITH COLOUR.





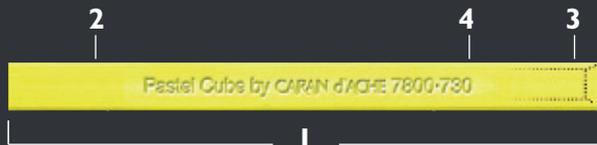
TECHNICAL DESCRIPTION

COMMON CHARACTERISTICS OF THE PASTEL PENCILS AND THE PASTEL CUBES :

- Generous shading
- Rich and vibrant colours with covering power
- Purity of shades, ultra-fine pigments
- Exceptional lightfastness (Blue Wool Scale)
- Watercolour-like qualities, ideal for backgrounds
- Stable in fixative

PASTEL CUBE

1. Dimensions 6 × 83mm
2. Excellent handling
3. Flexible use, solid colour work (sides) or delicate work (corners)
4. Colour identification number



PASTEL PENCIL

1. Large 4.7mm lead, durable point
2. Hexagonal shape, avoids risk of falling
3. Highest quality cedar wood, easy cutting
4. Matt colour cap true to the lead colour, identification number





DISCOVER ...

THE PASTEL CUBES AND THE PASTEL PENCILS IN THEMED ASSORTMENTS

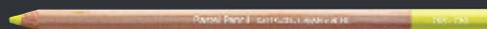
- PORTRAIT ASSORTMENT
cardboard box containing 20 Pastel Pencils and 20 Pastel Cubes
- LANDSCAPE ASSORTMENT
cardboard box containing 20 Pastel Pencils and 20 Pastel Cubes
- INITIATION ASSORTMENT
cardboard box containing 12 Pastel Pencils and 12 Pastel Cubes
- RETOUCHE ASSORTMENT
cardboard box containing 6 Pastel Pencils and 6 Pastel Cubes



THE PASTEL CUBES IN 14 ASSORTMENTS OF 6 PASTEL CUBES OF DIFFERENT COLOURS



THE PASTEL PENCILS IN SEPARATE COLOURS



Available in April 2012 in stationers, fine arts shops and department stores.

