

# Tru-Color Systems

64 E. Marion Street · Danville, IN 46122

317.745.7535

[www.gotcs.com](http://www.gotcs.com)

## What is Genesis Artist Colors?

Oil colors have been available to artist for five centuries. Recent decades brought the advent of acrylics and alkyds. Watercolors evolved from temporary weak paints to having longevity never before dreamed possible. The latest advancement for artists is Heat-Set Oils.

Genesis Artist Colors is an artist quality fine-art paint that is ready to apply without repeated pre-mixing and will not dry until you are ready; then it dries very quickly. It was developed and patented by professional artists utilizing a non-drying synthetic liquid imbedded with a heat-sensitive curing agent. This means the paint will not dry until heat is applied. It offers the feel, opacity and translucence of traditional oils without the drying time, toxicity and odor. Although termed a new paint chemistry, this heat-set “oil” paint has been around over 25 years proving its great archival abilities.

This paint offers fine control in mixing, blending and application, and can be worked in many states without the addition of mediums.

### Benefits:

- ✓ **Entirely non-toxic, cadmium free and odor free.** Conforms to ASTM D-4236, and are certified in a program of toxicological evaluation by a medical expert to contain no material in sufficient quantities to be toxic or injurious to humans, or to cause acute or chronic health problems.
- ✓ **Unlimited open time** for painting. Will not dry until you want it to.
- ✓ **No solvents are required.** While Genesis can be thinned or cleaned with solvents commonly used with oil paints such as paint thinner, turpenoid and mineral spirits, these solvents are not necessary.
- ✓ **Using Mediums is not necessary.** Since one characteristic of Genesis is that it is thixotropic, therefore although the paint may be thick and like stiff paste in the jar, it only takes a little stirring or mixing with the spatula, for it to become soft and malleable. Application by spatula or brush is done very easily at this point, even when using the impasto, thick application technique. This painting technique can be used without having to add any mediums.
- ✓ **Thin coats of Genesis paint are also possible by using the paint straight from the jar.** The advantage that this paint has when working in thin overlapping layers is that you can dry the painting between layers, thus application can go on smoothly without pulling off the pre-painted surface or intermixing with it. In case of regular oil, you would have to wait until the first layer is dry before continuing to paint, which would take time.
- ✓ **Varnishing.** You do not need to varnish a Genesis painting for protection. If you choose to use a varnish, Genesis has Heat-Set Varnish in both Satin and Matte finishes. You may use an acrylic varnish or Genesis Air-Dry Varnish by applying it with a brush after your final heat-setting of the paint.

### Mediums:

- ✓ Genesis Thinning Medium or Glazing Gel are recommended for thinning Genesis Artist Colors. When using these mediums with Genesis, use just a very little at a time on the palette-it’s very efficient. Adding Genesis Thinning Medium permanently thins the paint. Do not add more than 40% of this medium to the paint.
- ✓ Transparent washes can be achieved by adding the Glazing Gel. It will give you a good layer of paint and the transparency you need.
- ✓ Thick Medium can be mixed with the paint while maintaining the same body. It will function as a color extender.
- ✓ Genesis Thick Medium or Glazing Gel may be added to the paint as desired.
- ✓ Thinning with a small amount of an oil solvent such as turpenoid or mineral spirits will not permanently thin the paint, as the paint will return to its original state as the solvent evaporates.

## Drying Characteristics of Genesis Artist Colors

Genesis utilizes a non-drying oil based, synthetic medium, imbedded with a heat sensitive curing agent. Colors stay wet until heated enough to activate the curing agent. After the drying temperature is reached, Genesis Artist Colors dry immediately. For thin layers this means very fast times – as little as two minutes. For thicker impastos, longer times are needed for the heat to thoroughly penetrate the paint.

To dry fully, Genesis Artist Colors must reach 260°F for several minutes. With practice, you will very quickly get to know the characteristics of Genesis and heat setting will become second nature.

- ✓ **Genesis Drying Gun** This was designed to be lightweight and comfortable to use, while delivering an appropriate heat range for drying Genesis Artist Colors. It is not a hair dryer. Embossing Guns also will work. If you choose to use other “heat guns”, be careful not to overheat the paint. Following the instructions and experimenting on trial samples will acquaint you with how these paints dry.
- ✓ **Oven Method** Before using an oven to dry your paintings, test the accuracy of your oven with an oven thermometer.
  - **Preheated Oven** Preheat the oven to 260°F. Place your painting on a cookie sheet slightly larger than your painting. You may choose to place some small spacers between the cookie sheet and the painting to allow heat to circulate. Leave the painting in the oven for at least 10 minutes (Longer time for thicker works). Remove your painting and allow it to cool fully before handling or overpainting.
  - **Cold Oven** Place the painting on a cookie sheet for easier handling. You might want to place spacers under it to allow heat to flow more freely to the back. Put the cookie sheet with the painting on it on the oven rack at about mid-height in the oven. Close the door and set the temperature to 260°F. Allow time for the oven to reach 260°F and leave the painting in for an additional period of 10 minutes (longer for thicker applications).
- ✓ **Radiant Heat** Paint and dry at least 3 small paintings before attempting a large canvas using radiant heat. This familiarizes you with the visuals of drying. Radiant heaters are readily available in hardware stores or departments. Generally, the heaters have at least two settings. The lower one about half the heat of the higher one. Experiment with the heater you choose. These work best when placed about 1 to 2 feet away from the painted surface. With the radiant heater, make large slow passes over the area to be dried. You will see the paint dry as you go. Because radiant heat can overheat a painting, it is very important to pay attention to the heating process.
- ✓ **Toaster Oven** For small paintings, a toaster oven is very efficient. Place the painting in the oven and set the oven at 260°F. Heat for five to 15 minutes, canvas board and gesso board will dry evenly over the whole surface. If you are drying a stretched canvas make sure the edges are dry. Because of the wooden frame, the edges may take longer to heat. Always place the paintings on the wire rack to help heat circulation.

Learn more at [www.gotcs.com/genesis](http://www.gotcs.com/genesis) • [www.gotcs.com](http://www.gotcs.com) • [www.gotcs.net](http://www.gotcs.net)

E-mail: [bobbiepearcy@comcast.net](mailto:bobbiepearcy@comcast.net)

**All Genesis Artist Colors and related products can be purchased at Tru-Color Systems.**

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(One-half block East of the Courthouse Square in Danville)