

# FREE CLASSES

**WE BELIEVE THAT IF YOU ARE GOING TO BE BUYING THE MATERIALS FOR YOUR JOBS FROM US YOU SHOULDN'T HAVE TO PAY FOR THE EDUCATION IT TAKES TO LEARN HOW TO USE THEM. CHECK OUT OUR FREE PROFESSIONAL LEVEL CLASSES HELD SATURDAYS AT THE COLOR SHOP.**

*These are single-day classes held from 10am to 4pm on Saturdays. We recommend emailing us and letting us know you are coming, but you may simply show up too. Andre` Martinez is at The Color Shop on Saturdays. If there is no regularly scheduled class, feel free to drop in for some impromptu one on one time with Andre`.*

## **PROCEED™ PROFESSIONAL DECORATIVE PAINTING SYSTEMS CLASS:**

This class will introduce you to the new world of the Proceed decorative painting system. It is a in-depth look at the new and unique design of an acrylic tool kit. Come learn to simplify your business and make working with materials easier and more exciting then ever.

## **ADVANCED PROCEED™ PROFESSIONAL DECORATIVE PAINTING SYSTEMS CLASS**

Once you get the basics down, come learn how to expand your knowledge about the Proceed tool kit. Come see how acrylic can be used as the central ingredient for all other products. Learn to mix your own materials, save money, and be back in the drivers seat.

## **MAKING YOUR OWN LIME PLASTERS:**

Are you tired of paying outrageous money for “Authentic Italian Plasters”? Come learn the secrets about lime and let us demystify the marketplace for you. In this class you will learn how to use inexpensive materials to make your own Venetian and Marmorino plasters for less then \$30 per gallon.

## **PORTLAND CEMENT:**

“What the heck is Portland cement and how do I use it? How can I make rough rustic textures for less then \$30 per gallon?” If you’ve asked these questions, you should come discover a world of simple and easy to use materials that are applicable to interior, exterior, floors, counters, and showers.

## **GYP SUM:**

Have you ever wondered what all of the possibilities are for the use of Gypsum? Did you know you can use it for everything from sculpting and casting to painting and texturing? Gypsum has many forms and as a pro you need to know them all. In this class you will learn how to use this material to make cutting edge finishes in cost effective ways.

## **WORKING WITH RAW MATERIALS:**

Do you need to know how to better control the performance of your materials on the job? Learning to use the raw materials available at The Color Shop will give you the freedom to create new products on your own and give you the control that pro’s need with regard to working time, sheen, viscosity, and texture. Come learn how to use raw pigments in your projects to give you a distinct edge in the marketplace.

**BRUSHES:**

The Color Shop carries a wide range of brushes for the professional decorative painter, from our exclusive line of Pierre Finkelstein brushes to specialty and commercial use brushes. Come explore the various brush types, different bristle types and learn how to effectively clean your brushes in the easiest way possible. One new found tool can save you thousands of dollars in time on your jobs.

**TOOLS:**

Knowing what tools are used within your craft, how they work, and what effect they can or cannot produce is vital to the decorative painter. In this one-day course, you will learn the various types of preparation tools, ladders, scaffolding, and specialty tools. The safe use of this equipment will be emphasized continuously. Also, you will learn the various types of rollers and brushes, their basic uses and how those uses apply to decorative painting. You will also learn how to safely use cleaning products to maintain painting equipment.

**MIXING COLOR:**

Learning how to mix color on your own can be frustrating. Knowing the principles of this process will make the color mixing on your projects go much smoother. Matching colors is an essential skill and once you get the knack of it, you will save money and time. In this class, you will be shown fun tricks and shortcuts to matching any color you need.

**MAKING OIL GLAZES:**

Traditional oil glaze has been used to age many surfaces for hundreds of years. Handmade oil glazes comprised of flax seed oils are what all other glazes aspire to be. You may think that oil glazes are not so great and it may be because you are confusing them with commercial oil products. Master decorative painters have used oil for many years. Why? Is it the 1 and 1/2 hr working time? Is it the water-like transparency? Is it the superior durability? Or is it all of the above? Even with all of the new water-soluble technology, traditional oil glazes are superior for many applications. There is no such thing as "the best glaze," only the best glaze for the job. As a professional, you need to know what real oil glazes are all about. In this class you will learn that by using vitamin E and essential oils you can create a look and performance that has been unsurpassed for hundreds of years.

**CREATING YOUR OWN STENCILS:**

Stenciling is a key image transferring system used for creating hand-painted ornaments. This class will benefit your career by teaching you quick and easy ways to produce stencils and give you a cutting edge in the market place by having unique designs. This course will cover the principles of stenciling and discovering resources for thousands of design images. By the end of the day, you will understand how to cut stencils in the most cost effective manner, layering, overprinting and the vital role of applying distressing.

**WOOD-GRAINING:**

Learning the art of faux painting wood is both challenging and rewarding. Understanding the principle of this art is an essential step to becoming a true faux painter. In this class you will explore the fundamentals of layering to achieve wood finishes. You will learn basic wood graining techniques and principles. The student will learn flogging, graining, extracting color, movement, and fractals. By the end of the class, you will understand how to employ wood graining tools and mediums. You will be taught how to recognize geometrical characteristics of wood and deliberately recreate those markings on your own.

**MARBLING:**

In this class you will learn bedding principles of hand painting marble, veining principles, extracting color, and geometry. You will understand how to use matte fluid acrylics and other mediums, in addition to some

marble painting history and geology. The class also discusses how to seal and protect finished hand painted marble, glazing, and top-coating.

#### **TEXTURING:**

Texture is one of the principle studies for the decorative painter. The ability to create texture that invokes a desired response in your customer is a valuable one. The objectives of this class are for you to understand and manipulate texture composition and makeup and to include tool techniques to achieve certain styles. As a decorative painter you will be asked by clients to provide them with European Plaster finishes like Venetian plaster. This class will empower you with the tools you need to transform rooms into amazing environments using your new found knowledge.

#### **GLAZING:**

In America, we use ancient techniques of decorative painting to create authentic environments that transform our perception of space. The most common way for us to change our environment is by adding a patina to walls. With color you can change an environment to suit your client's needs. By adding subtle movement with your color, you can also create the illusion of age and elegance. In this way, learning the principles of painting, glazing and color washing is essential to the decorative painter. Adding a patina to walls in your client's home can be very lucrative. In this class, you will learn and understand the fastest way to glaze and how to make a lot of money doing so.

#### **PRICING:**

Pricing your work comes easily to some; others struggle with it with each project. Everyone can learn more about pricing their jobs. Come to The Color Shop and learn from an experienced professional how to price your jobs in a way that will make you great profits. Learn how to make a pricing system based on your work and how to maximize your profits.

#### **MARKETING:**

Being a successful decorative painter takes more than just painting and glazing. Business and Marketing strategies are extremely important tools for stabilizing your business and expressing to the public who you are and what services you offer. Understanding how to effectively market yourself and your business will be one of the strong factors to your success. In this one-day class you will learn how to network, get referrals, and promote your decorative painting business. Overall, you will understand the mechanisms for successful marketing.

#### **ORNAMENTATION:**

In this class, you will focus on the monochromatic style of ornament, exploring its principles. You will start by learning how to find reference, and then scale that reference to create layouts for your clients. You will also learn a simple way of distressing that will allow you to create beautiful ornamentation. This class will take you to the next level in your business, allowing you to offer incredibly beautiful ornamentation, accomplished with simple ease.

#### **TROMPE L'OEIL:**

Learning the fundamental techniques of trompe l'oeil will change your career. This class will show you the steps to creating an artistic illusion, and make it simple for you to integrate three dimensional hand painted ornament and architectural objects into your current projects.

## Schedule 2008

### *January*

|   |                   |
|---|-------------------|
| Making oil glazes, 10am-4pm             | Sat. 5th          |
| Gypsum, 10am-4pm                        | Sat. 12th         |
| FREE Proceed hands on workshop, 9am-5pm | Mon/Tue 14th-15th |
| Business Therapy, 10am-4pm              | Sat. 26th         |

### *February*

|   |           |
|---|-----------|
| Making your own lime plasters, 10am-4pm | Sat. 2nd  |
| Proceed Professional class, 10am-4pm    | Sat. 9th  |
| Ornamentation, 10am-4pm                 | Sat. 16th |

### *March*

|                                      |                 |
|--------------------------------------|-----------------|
| <i>Mixing color, 10am-4pm</i>        | <i>Sat. 8th</i> |
| Wood graining, 10am-4pm              | Sat. 15th       |
| Proceed Professional class, 10am-4pm | Sat. 22nd       |
| Pricing, 10am-4pm                    | Sat. 29th       |

### *April*

|   |           |
|---|-----------|
| Proceed Advanced Professional, 10am-4pm | Sat. 5th  |
| Glazing, 10am-4pm                       | Sat. 12th |
| Creating your own stencils, 10am-4pm    | Sat. 26th |

### *May*

|                                      |           |
|--------------------------------------|-----------|
| Marketing, 10am-4pm                  | Sat. 3rd  |
| Marbling, 10am-4pm                   | Sat. 10th |
| Proceed Professional class, 10am-4pm | Sat. 31st |

### *June*

|   |           |
|---|-----------|
| Portland cement, 10am-4pm               | Sat. 7th  |
| Proceed Advanced Professional, 10am-4pm | Sat. 14th |
| Tools, 10am-4pm                         | Sat. 28th |

### *July*

|                                      |           |
|--------------------------------------|-----------|
| Brushes, 10am-4pm                    | Sat. 5th  |
| Working with raw materials, 10am-4pm | Sat. 12th |
| Proceed Professional class, 10am-4pm | Sat. 19th |

## *August*

|                                      |           |
|--------------------------------------|-----------|
| Texturing, 10am-4pm                  | Sat. 2nd  |
| Trompe L'oeil, 10am-4pm              | Sat. 9th  |
| Proceed Professional class, 10am-4pm | Sat. 16th |
| Pricing, 10am-4pm                    | Sat. 23rd |

## *September*

|   |           |
|---|-----------|
| Making your own lime plasters, 10am-4pm | Sat. 6th  |
| Mixing color, 10am-4pm                  | Sat. 20th |
| Proceed Advanced Professional, 10am-4pm | Sat. 27th |

## *October*

|                                      |           |
|--------------------------------------|-----------|
| Wood graining, 10am-4pm              | Sat. 4th  |
| Proceed Professional class, 10am-4pm | Sat. 11th |
| Gypsum, 10am-4pm                     | Sat. 25th |

## *November*

|                                      |           |
|--------------------------------------|-----------|
| Glazing, 10am-4pm                    | Sat. 1st  |
| Marketing, 10am-4pm                  | Sat. 8th  |
| Proceed Professional class, 10am-4pm | Sat. 15th |
| Ornamentation, 10am-4pm              | Sat. 29th |

## *December*

|   |           |
|---|-----------|
| Working with raw materials, 10am-4pm    | Sat. 6th  |
| Proceed Advanced Professional, 10am-4pm | Sat. 13th |
| Creating your own stencils, 10am-4pm    | Sat. 20th |

## **Paid hands on classes**

|  |                             |
|--|-----------------------------|
| 2 day hands on Proceed class, 10am-4pm \$250 | 11-12th Feb.<br>7-8th April |
| 3 day advanced finishes, 10am-4pm \$800      | 10-12th March<br>12-14 May  |