

# Martha

## STEWART

### Martha Stewart Watercolor Craft Paint Frequently Asked Questions

#### **What is Martha Stewart Watercolor Craft Paint?**

Martha Stewart Watercolor Craft Paint is a high quality, multi-surface, gel formula, transparent, acrylic watercolor paint that can be used in its concentrate form or diluted with water to create soft watery effects.

#### **How are Martha Stewart Watercolor Craft Paints packaged?**

Martha Stewart Craft Watercolor Craft Paint is packaged in a 2 oz. squeeze bottle with a flip top lid.

#### **How many colors are available in the Martha Stewart Watercolor Craft Paint line?**

Forty on-trend paint colors including three metallic shades are available as Martha Stewart Watercolor Craft Paints. They are formulated non-toxic, water-based and fade resistant. This product line also includes a Martha Stewart Crafts Watercolor Resist and two sets of Watercolor Brushes.

#### **On what types of surfaces can Martha Stewart Watercolor Craft Paint be used?**

Many surfaces can be decorated with Martha Stewart Watercolor Craft Paint such as wood, papier mache, paper (for notecards or watercolor art), canvas and fabric. However, on sealed surfaces such as glassware, ceramics and plastic, Martha Stewart Watercolor Craft Paints should be used as decorative purposes only.

#### **What makes Martha Stewart Watercolor Craft Paint different from other craft paints?**

Martha Stewart Watercolor Craft Paint is formulated as a gel-based acrylic paint which can easily be spread or brushed out very smoothly when used as a concentrate, it can also be diluted with water in a variety of degrees similar to traditional watercolors to create soft painted wet effects working in layers of color.

#### **How shall I apply Martha Stewart Watercolor Craft Paint?**

Most typical watercolor paint techniques can be used when creating with Martha Stewart Watercolor Craft Paint. This paint can be used in its concentrated form as well as diluted with water to create soft, watery effects. You can also experiment with paint applications through stencils, around stencil tape masks, working in layers of soft color allowing each layer to dry before adding the next, over permanent pen and ink designs, and with Martha Stewart Watercolor Craft Paint Resist.

### **Can I mix two Martha Stewart Watercolor Craft Paints to achieve a new color or different value of the same color?**

Yes, Martha Stewart Watercolor Craft Paints can be intermixed with one another to create a new color or different value of the same color. To mix small amounts of color at a time, simply squeeze a small amount of paint to be mixed onto a palette. Using a palette knife, blend a small amount of darker color into the lighter color. Continue adding small amounts of the dark color until the desired value is achieved. Note too that a variety of tones can be achieved also by varying the amount of water used to dilute the paint and/or how many layers or washes of color are painted over the same area.

### **Is Martha Stewart Watercolor Craft Paint safe to use outdoors?**

Unlike traditional watercolors that are not able to be used outdoors, Martha Stewart Watercolor Craft Paint dries to a permanent finish on most surfaces and can be used both indoors and outdoors.

### **Do I need to seal Martha Stewart Watercolor Craft Paint?**

No, it is not necessary to seal a painted surface when using Martha Stewart Watercolor Craft Paint, as the paint will dry to a permanent finish.

### **What are the best tools to use when working with Martha Stewart Watercolor Craft Paint?**

There are two different sets of watercolor brushes available: Martha Stewart Crafts Watercolor Brush set which contains five different brushes and the Martha Stewart Crafts Water Brush Set containing three brushes.

### **What is special about the Martha Stewart Crafts Watercolor Brush Set?**

The Martha Stewart Crafts Watercolor Brush Set contains five different brushes: ½" Angle, No. 9 and 14 Round, ⅞" Mop and a No. 10 fan brush. These brushes all are created with super-soft nylon bristles best for painting watercolor effects on a variety of surfaces. The soft-grip finish on the ergonomic handles make it easy to hold in your hand. This watercolor brush set offers a variety of brushes for both detail work and painting larger areas with washes of color.

### **What is special about the Martha Stewart Crafts Water Brush Set?**

The Martha Stewart Crafts Water Brush Set offers high quality brushes that are created with a water container or reservoir built in! The clear reservoir handle securely contains water and keeps the bristles fresh and ready to use. The bristles are manufactured with super-soft synthetic nylon.

### **How should I clean my brushes after using Martha Stewart Watercolor Craft Paint?**

Because Martha Stewart Watercolor Craft Paint is a water-based paint rather than a solvent based product, cleaning brushes is easy using soap and water.

### **How long does it take Martha Stewart Watercolor Craft Paint to dry?**

Although Martha Stewart Watercolor Craft Paints dry quickly to the touch, a standard brushstroke painted on a porous surface will be dry to the touch within approximately 25 minutes and completely dried within an hour (because of the amount of water used to dilute the paint).

**Is a project created using Martha Stewart Watercolor Craft Paint dishwasher safe?**

No, watercolor projects painted on ornaments, vases and other glass or ceramic vessels using Martha Stewart Crafts Watercolor Paints are not dishwasher safe, nor should they be immersed in water. These surfaces should be used for decorative purposes only.

**What is Martha Stewart Watercolor Craft Paint Resist?**

Martha Stewart Watercolor Craft Paint Resist is an accessory product that is a clear, unpigmented formula, to be used along with Martha Stewart Watercolor Craft Paints. It is a multi-surface resist that prevents watercolor washes from bleeding. Easily, masks can be created, when brushed onto a project surface. When the Resist is dry, washes of diluted Martha Stewart Watercolor Craft Paint can be applied without coloring the resist design areas. It is available in the same 2 oz. bottle, is water-based, and dries to a permanent finish.