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Blick Evanston Offers More Ways to Experience Art Supplies

*Newly Remodeled Store Will Kick Off with Celebration Event on February 14th,
Allowing Artists to Try Products in a New Environment*

Chicago, Illinois — Blick Art Materials is pleased to announce its new concept store at its current location of 1755 Maple Avenue in Evanston, Illinois. Featuring an interactive space for customers to try a carefully curated selection of new products, the redesigned 10,000+ sq. foot retail space offers ample area to hold group events, demonstrations, and increased ways to engage with product in a hands-on setting. As the nation's largest provider of art materials, Blick will celebrate with a Community Celebration starting on Thursday, February 14 with special discounts and giveaways. The weekend's festivities will continue through Sunday, February 17, offering four days of demonstrations from popular art vendors and local artists.

The focus of the redesigned store caters to customers who want to try products in a new environment, while also shop for the go-to items that Blick is known for. The store's highlights include a **Try-It Bar**, a place where group demonstrations are held and artists can experience quality products against a backdrop of inspiring and colorful paint jars. Another highlight is the store's **Spray Paint Wall**, a visually stunning fixture that is stacked floor-to-ceiling with the largest assortment of sprays in the Chicagoland area. Other highlights include a **Drawing Bar** filled with assorted drawing supplies, as well as an expanded gift section and a lounge area for ordering custom framing and printing services.

"Our dedicated team has worked incredibly hard on this project. We are very excited to have a completely reimaged art supply store in Evanston. It's better lit, easier to shop, and features many more opportunities for customers to interact with and test products. It's truly fantastic to see this store come to life from its beginning stages until now, and is sure to be a destination for artists and the community," said **Bob Buchsbaum**, CEO of Blick Art Materials.

In addition, the Evanston store carries a new collection of artisan-made art & lifestyle products, home goods, kids products, and art prints, including everything from pillows and apparel to jewelry and gift items. The store also touts an expanded selection of artist-preferred mediums and materials such as paints, textile art, studio accessories, furniture, pen-and-ink products, and professional makeup. All of these new items are in addition to the store's vast selection of the industry's top art supplies that have been mainstays year after year.

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As the parent company of the Brooklyn-based Utrecht brand, Blick recently launched the manufacturing of its new **Utrecht Cadmium-Free Artists' Colors**, an alternative to cadmium-based paints that offers the same features and working properties as traditional paints but is safe for artists and the environment. The new store features an expanded assortment of both private label products and top-selling vendors.

Events:

Thursday, 2/14: The Basics of Golden Acrylic Paints and Mediums; R&F Pigment Sticks; Savoir-Faire Gouache Demo; Liquitex Acrylic Gouache. **Friday, 2/15:** Caran d'Ache & Supra Color Bar Demo; Fun with Colored Pencils; Ecoline Watercolor Markers; Professional Art Educator's Night. **Saturday, 2/16:** Rembrandt Pastel Techniques; Montana Spray Paint Demo with AMUSE 126; Angelus Leather Paint; Deeper Dive into Derwent Pencils; Figure Drawing Event (\$5). **Sunday, 2/17:** Kids Art and more hands-on workshops.

For full event schedule, visit bit.ly/BlickEvanston.

About Blick Art Materials: Founded in Galesburg, Illinois, in 1911, Blick Art Materials is the largest and oldest provider of art supplies in the United States. Its products cater to the full spectrum of artists — from the youngest child to gallery-represented professionals. A long-time advocate of art education in the U.S., Blick also provides support of scholastic, collegiate, and professional art shows, both financially and through a variety of materials that emphasize the benefits of art education. The company's corporate office is located in Highland Park, Illinois, and its main operations are located in Galesburg, Illinois. Blick acquired Utrecht's paint manufacturing facility and 40 retail stores in 2013. For more information, visit DickBlick.com.

About Utrecht Manufacturing: Founded more than 65 years ago in the Utrecht neighborhood of Brooklyn, New York, Utrecht is known worldwide as a leading manufacturer of top-quality, handcrafted paints and other art supplies. Utrecht is officially recognized with Gold Certification status by the Brooklyn Made program. Sponsored by the Brooklyn Chamber of Commerce, this program recognizes the company as a leading, locally based manufacturer and employer.

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