Piñata Alcohol Ink Demos:

Materials needed:

- Piñata Color Alcohol Ink
- Rubber gloves
- Eye droppers/pipettes
- Sponges
- Brushes
- Old or cheap toothbrush
- Paper towels
- Piñata Clean Up Solution
- Piñata Claro Extender
- Surfaces: Clayboard, YUPO®, Masterpiece Alcohol Ink Panels, Grafix Matte Duralar, Ceramic tiles, Art Resin, paper, leather, glass, metal foil, or wax

Alcohol inks appeal to customers because of immediate gratification, the low barrier for entry in both skill and price, wildly vibrant colors, and versatility. **Piñata Alcohol Ink** sticks to almost anything, so the sky is the limit on surfaces that can be used. Clayboard is great for fine finished looking pieces on a fine art surface, or YUPO® or cheap Ceramic tiles from the hardware store if cost is a primary concern. Most retailers know that Piñata can be used on glass, metal, plastic, leather, polymer clay, and paper. It is also good to inform your audience that Piñata is maybe the only thing in the art store that sticks to wax, and it is being used more and more in encaustic and cold wax work. Wax art is often dull by the nature of wax's matte surface. Contrasting that subdued effect with bright colors and metallics is striking. Piñata Alcohol Inks are also excellent for use in epoxy resins like Art Resin, unlike most water-based media. Piñata is waterproof and permanent but can be re-wet for further manipulation at any time with alcohol. On non-porous surfaces, they can be totally removed using **Jacquard's Clean Up Solution**.

It is nice to show the inks on several different surfaces over the course of the demo. On YUPO® the inks move more freely and tend to bleed quite a lot, blending nicely with each other. On a Clayboard, there is a beautiful reflective effect on the matte surface where the color deepens slightly. Also, the texture of the Clayboard was made for ink, so it tends to stay a little more where you put it than on YUPO®. Ceramic tiles with their glossy finish and zero absorbency make the inks into a dense layer of color that pools. Masterpiece Alcohol Ink Panels tend to bleed the least and would be a great option for someone attempting figurative work instead of doing abstract drip paintings. Glass and Grafix Matte Duralar are great for exploring the perfect clarity and transparency of the inks. Holding these up to the light really gets the audience's attention.

There are different ways to dispense the ink. Many people like to drip the ink straight from the bottles onto the surface and manipulate them once down, which is a great place to start. Watching how the different colors interact and blend is visually pleasing in much the same way that marbling is pleasing.

Piñata Alcohol Ink Demos (cont'd):

You may want to stick to colors that go well together, but almost any color combination works. Showing how the inks can literally be dripped on carelessly will mesmerize those watching.

If you apply the ink in heavy coats or pools, the finish is glossier; if you allow thin layers to dry, they will appear more matte. You can also get a more matte appearance from the inks by diluting them with Clean Up Solution. Diluting with **Claro Extender** keeps the glossier finish. To some degree the inks take on the appearance of the surface to which they are applied. You can get better matte effects on a Clayboard than on a ceramic tile. Wetting the surface with Clean Up Solution will give a washy watercolor-like look to the alcohol ink painting. Applying it to a dry surface, you can better see the discreet drops that were applied.

Spritzing, flicking, or dropping alcohol adds lighter colored circles and splashes onto the surface of a panel that is covers in panel. It will also re-wet the colors and blend them more. This is especially nice on darker colors like Sapphire Blue, Rainforest Green, and Passion Purple to bring out some of the lighter tones. It is very much like dropping water on a watercolor painting. Many watercolor principles apply to alcohol inks if you think about them as alcohol-based watercolors.

Show some different techniques for manipulating the inks: tip and tilt the surface to encourage blending, blow through a straw or used compressed air to force the inks to move on the surface (you can also use an empty **YouCAN** for this purpose).

It is good to emphasize what a low stress artform alcohol inks are. Anxiety and creative blocks are very common among artists. Some artists fret over their work endlessly. The immediacy and inherent lack of control of working with alcohol inks is a relaxing and liberating alternative to a detail-oriented labor-intensive piece or practice. We often hear from new mothers who have almost no time for painting or drawing anymore who express that alcohol inks have become an important creative outlet for the small amounts of time they have, during their children's naps and other precious free moments. Alcohol ink paintings usually take no more than 10 minutes to dry, even when the inks are applied with a heavy hand. Handing over control to the inks themselves and watching the color mix and swirl is meditative and removes some of the stress and guesswork that often comes with making art. Working with alcohol inks is similar to the Zen people feel when they are marbling. They are giving themselves over to the process and are simply having fun, rather than agonizing over every detail. This is a major reason people love alcohol inks these days. Traditional paintings may take days, weeks or months. An untrained person can get a beautiful alcohol ink painting their first try and can knock out painting after painting in just minutes.

Jacquard's Piñata Alcohol Inks are ethanol-based rather than isopropyl alcohol-based, whereas other alcohol ink brands use isopropyl alcohol. That is why our inks are considered the "artist grade" alcohol inks. Ethanol allows us to dissolve more dye in our inks, making our colors more concentrated so they go further. If instead of Clean Up Solution your customers want to buy rubbing alcohol, they can, but they

Piñata Alcohol Ink Demos (cont'd):

should realize that Clean Up Solution will actually clean the inks up more thoroughly, and if they have the option of getting ethanol (ethyl alcohol) rubbing alcohol, it will work much better. If a customer is using a lot of isopropyl alcohol in their work, they may notice they have trouble with white especially. It can sort of coagulate in 70% isopropyl. It does not do this in Clean Up Solution or ethanol.

Sealing alcohol inks is the most asked question we get. It is not easy. Many water-based varnishes work ok, but there is often at least a little bleeding. Señorita Magenta, Sunbright Yellow, and Passion Purple appear to be the worst offenders in this regard. The best sealer is epoxy resin. It not only covers alcohol inks without smearing or bleeding, but it is also a great protective layer to make sure the inks cannot be scratched or scuffed. Epoxy resin is almost antithetical to the ease and immediacy of the medium itself, so it is nice that Krylon makes Kamar Varnish. This spray can be applied over alcohol ink pieces without re-wetting. The inks are sealed at that point, and another layer of almost any varnish can be applied if a specific matte or glossy effect is desired.

Piñata Alcohol Ink Tips and Trivia:

- Jacquard chooses more lightfast dyes for our alcohol inks than our competitors for longer lasting artwork and more vibrant colors
- Blanco Blanco is the key to using alcohol inks in resins. Other alcohol inks simply float in resin and do not sink down into the mold. Blanco is the only color that sinks, and it pushes the other colors down with it, so it is indispensable for creating the fabulous "petrified rainbow" effect.
- All standard colors are dye-based and are totally transparent
- Blanco Blanco and the Metallics are pigment-based and are highly opaque.
- The metallic colors are made with real metal pigments, which is why they look like metal leaf. These pigments cannot be used in water-based media because they will oxidize, but they are very stable in alcohol.
- The Pearl 036 is made with a Pearl Ex mica pigment and performs slightly different than the other metallics. It tends to sink underneath the ink instead of leafing on the top surface and will therefore pearlize any color.
- Basic Dyes are the same type of dyes used in the alcohol inks. Basic Dye powder can be added to Claro Extender to make new custom colors, and specks of dye can be sprinkled on surfaces and then "activated" with the addition of alcohol or Claro Extender. *Disclaimer*: Many of the Basic Dyes are not as lightfast as the dyes in Piñata.
- It is ok to use alcohol inks with acrylics, but the acrylic should be applied first and then the alcohol ink should be added. If you paint acrylic over the alcohol inks, they often stay tacky and don't fully dry.
- Washi tape is nice to use to get crisp lines if you want to mask. Masking fluid can also be used for cool masking effects. This works best on non-porous surfaces rather than paper
- Piñata Inks can be put into empty pens or sprayed through airbrushes.

Potential Piñata Alcohol Ink Add On Sales:

YUPO®
Grafix Frosted Duralar
Clayboard
Masterpiece Alcohol Ink Panels
Krylon Kamar Varnish
Basic Dyes
Eye droppers
Piñata Claro Extender
Piñata Clean Up Solution
Rubber gloves
YouCAN Refillable Air-powered Spray Can
Canned air
Masking fluid
Washi tape
Epoxy resins