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**LIQUITEX ADDS NATHALIE KALBACH TO ITS TEAM OF BRAND AMBASSADORS**

*Jersey City-based Artist to work with Acrylics Innovator to Push Creative Limits*

**JERSEY CITY, NJ (Oct. 10, 2014)** - Furthering its commitment to support a diverse portfolio of emerging and established artists nationwide, leading art material supply company Liquitex today announced the addition of Nathalie Kalbach to its team of brand ambassadors. A self-taught artist, Kalbach is renowned for her use of mixed media to enhance artistic expression. Layered with texture, depth and dimension, her canvases often emphasize urban subject matter and examine gentrification. As a brand ambassador, Kalbach's progressive techniques will align perfectly with Liquitex's mission to define new artistic boundaries for its expansive line of acrylic art materials, while upholding the company's unwavering commitment to excellence.

"As one of the world's leading innovators in acrylics, Liquitex works hand-in-hand with artists from across the globe to gain valuable product feedback, listen to their wants, and ultimately respond with new, innovative products that answer the artists' call. A self-taught artist, Nathalie Kalbach uses original, one-of-a-kind techniques to incorporate Liquitex art materials into her work. Because of her unique, personal style and progressive thinking, we are excited to welcome Nathalie to the team and look forward to her creative input," commented Renée Hile, vice president of marketing for Liquitex.

Although the brand ambassador relationship with Liquitex is new, Kalbach's use of Liquitex products is long-standing. On October 18 and 19, Kalbach will display mixed media canvases created with Liquitex art materials in the Jersey City Art and Studio Tour, one of the city's largest cultural events. From October 24 through October 26, the artist will attend CREATE Seattle where she will teach four Liquitex-sponsored workshops that explore texture and mixed media. Workshop topics include: It is all about Layers: Art Journal Class; Acrylic Media Demystified; Texture Galore Canvas; and Texture Heaven Art Journal. In November, Liquitex will support Kalbach's travels to Lake Worth, Florida where she will offer a special class, Everything Scrapbook and Stamps. In 2015, the artist has plans to launch Creative Jumpstart 2015, an online course available to artists of every ability level. Later in the spring, she will teach mixed media courses at Pratt Institute's Center for Continuing and Professional Studies (CCPS).

Nathalie Kalbach was born in Germany and is currently a resident of Jersey City, New Jersey. To learn more about the artist, visit [www.NathaliesStudio.com](http://www.NathaliesStudio.com) . For more information about Kalbach's work as a brand ambassador for Liquitex, or to discover more about the leading acrylic art material supplier, visit [www.Liquitex.com](http://www.Liquitex.com).