

Special Effects Paints Add “Wow” To Walls

(NAPSA)—Special effects are not limited to action films or CD tracks. Decorating has its own arsenal for adding fun, finesse and flourish to a space, including some of the latest innovations in interior wall paints. Combine one of these exclusive coatings with an artful technique and it's certain to add wow to any wall.

For instance, intriguing glaze effects, lustrous metallic looks, highly tactile textures and other extraordinary surfaces can be created with a new series of products from Benjamin Moore Paints. Adding to its 3,300 palette, the company, considered America's color leader, has introduced Studio Finishes, a line that, when used with its premium paints, can yield visually dynamic design ranging from subtle to bold.

“Studio Finishes allows you to explore unlimited decorative effects,” said paint expert Kurt Denman, “when you combine these glazes and finishes with techniques such as color washing, sponging, strié, stippling or ragging.”

To stoke the imagination and provide inspiration and tips on how to attain such special effects on walls and interior surfaces, there is an easy-to-follow Studio Finishes Style DVD. It is available through Benjamin Moore retailers and online. The DVD features ideas that can help you translate color into a whole new vocabulary of visual effects:

- Studio Finishes Glaze adds depth and dimension to surfaces when blended with any of your favorite colors. The most versatile of the products in the new lineup, Glaze also delivers a variety of decorative looks depending on the application tool and technique, such as dragging a dry brush through the wet glaze to create a fine linen or raw silk effect.

- Metallics are the newest home fashion adornment. To create lavish shimmering effects there is a quintet of Metallic Glazes—Gold, Copper, Silver, Bronze—as well as a range of 30 Pearlescent tints. Used alone, they can provide subtle radiance;



Benjamin Moore's Studio Finishes combined with a favorite paint color plus a skillful painting technique add up to artful results in any room.

blended with the Studio Finishes Latex Glaze, the result is a translucent veiled effect, ideal for walls, trim or accent pieces. When added over a primed or painted surface, an elegant distinctive look is achieved.

- Texture—Sand Finish brings an inviting tactile quality to walls and ceilings while hiding minor surface imperfections. Light is absorbed and reflected by tiny granules in the coating, enlivening walls with depth and dimension. The Sand Finish may be custom-tinted or top-coated with a glaze mixture.

- When working on large areas or for more advanced techniques, Latex Glaze Extender is the recommended paint additive because it dramatically increases the “open time”—keeping the mixture wet, allowing for longer working time.

With so many options, how does one make a final choice? Denman advises the use of sample boards—foam core or gator board from an art or office supply will do. “Creating a sample board allows you to experiment with both color and technique, to be certain your results are exactly what you imagined,” he said.

For more information on Studio Finishes, how to obtain the DVD, or to find a retailer, visit www.benjaminmoore.com.