



ALSO IN THIS ISSUE



Artist Tutorial

Vintage inspired holiday cards tutorial by Kristin Van Leuven



Artist Spotlight

It's spooky season! Showcasing some of our favorite chilling artwork for October



Artist Tutorial

Follow along with Jordan Rhodes as he does a gouache study with skulls



2023 Online Workshops

Workshop 4, Watercolor Sketchbooking with Jane Beata available now!

SPECIAL EDITION
Strathmore Greeting Card Updates



Card-making season is upon us!

In this special edition of the Artist Newsletter we're celebrating the fresh new makeover of our Greeting Card Line. We're now offering **new card surfaces** and **refreshed packaging** for your favorite blank cards. We believe providing artist-quality papers in card formats is the best way to:

- Satisfy the needs of the growing community of artists selling their cards online or through other venues
- Inspire recreational and professional artists to communicate and share their talent
- Keep the time-honored tradition of handwritten correspondence alive



NEW CARDS!



We've added a selection of new card options in the same popular 300 and 400 Series papers found in our pads, including:



NEW! Strathmore 300 Series Watercolor Cards

These watercolor cards are made from our cold press 300 Series Watercolor paper. This economical, heavy weight paper provides an excellent value and is ideal for watercolor, acrylic or gouache. All cards come with accompanying envelopes with a unique, beautiful deckle edge.

- Card weight = 140lb / 300gsm
- Envelope weight = 70lb text / 104gsm
- Card Surface = Cold press
- Available in 2 sizes: 3.5x4.875" & 5x6.875"
- 6 cards & envelopes per pack

NEW! Strathmore 300 Series Mixed Media Cards

Strathmore 300 Series Mixed Media cards offer the attributes of a watercolor paper but with a vellum drawing finish. They are ideal for watercolor, gouache, acrylic, graphite, pen and ink, colored pencil, marker and collage. All cards come with accompanying envelopes with a unique, beautiful deckle edge. Acid free.

- Card weight = 117lb / 190gsm
- Envelope weight = 70lb text / 104gsm
- Card Surface = Vellum
- Available in 2 sizes: 3.5x4.875" & 5x6.875"
- 6 cards & envelopes per pack



**NEW! Strathmore 300 Series
Bristol Cards**

These heavy weight cards are made from our popular 300 Series Bristol Smooth paper. The surface is perfect for pen & ink, mechanical pencil, airbrush, and markers. There is little to no tooth, making it easy to create fine lines, detail drawings, or marker drawings. All cards come with accompanying envelopes with a unique, beautiful deckle edge.

**NEW! Strathmore 400 Series
Bristol Cards**

These heavy weight cards are made from our high quality 400 Series Bristol Smooth paper. The surface is perfect for pen & ink, mechanical pencil, airbrush, and markers. There is little to no tooth, making it easy to create fine lines, detail drawings, or marker drawings. All cards come with accompanying envelopes with a unique, beautiful deckle edge.



- Card weight = 100lb / 270gsm
- Envelope weight = 70lb text / 104gsm
- Card Surface = Smooth
- Available in 2 sizes: 3.5x4.875" & 5x6.875"
- 6 cards & envelopes per pack

- Card weight = 2-ply
- Envelope weight = 70lb text / 104gsm
- Card Surface = Smooth
- Available in 2 sizes: 3.5x4.875" & 5x6.875"
- Both sizes available in 6 packs, full size also available in 50 and 100 packs



SAME GREAT CARDS, FRESH NEW PACKAGING

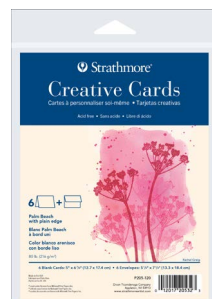
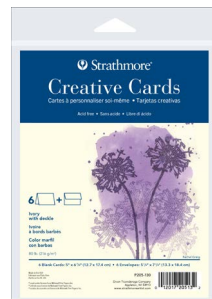
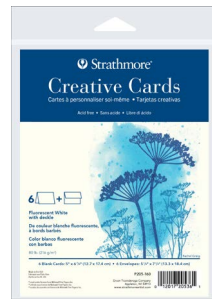
The rest of our cards got a fresh new makeover with new and improved packaging! The cards are now housed in a recyclable and resealable package that is lightweight and makes for easy and convenient storage.

CLASSIC PACKAGING

NEW PACKAGING

CLASSIC PACKAGING

NEW PACKAGING



Here's a bit more about each of the cards in our full line:



**Strathmore 400 Series
 Watercolor Cards**

These high quality cards are made from classic Strathmore 400 Series 140 lb. cold press watercolor paper. This heavy weight paper has excellent surface strength and resists buckling. Ideal for watercolor, acrylic or gouache. All cards come with accompanying envelopes with a unique, beautiful deckle edge.

- Card weight = 140lb / 300gsm
- Envelope weight = 70lb text / 104gsm
- Card Surface = Cold press
- Available in 2 sizes: 3.5x4.875" & 5x6.875"
- Both sizes available in 6 packs, full size also available in 50 and 100 packs



**Strathmore 400 Series
 Mixed Media Cards**

These heavy weight 184 lb. cards offer the attributes of a watercolor paper but with a vellum drawing finish. They are ideal for watercolor, gouache, acrylic, graphite, pen and ink, colored pencil, marker and collage. All cards come with accompanying envelopes with a unique, beautiful deckle edge.

- Card weight = 184lb / 300gsm
- Envelope weight = 70lb text / 104gsm
- Card Surface = Vellum
- Available in 2 sizes: 3.5x4.875" & 5x6.875"
- Both sizes available in 6 packs, full size also available in 50 and 100 packs



Strathmore Creative Cards

Whether you are an experienced artist or a creative crafter, the distinctive texture and quality of Strathmore® Creative Cards are the perfect way to personalize your correspondence. Ideal for colored pencils, rubber stamps, die cuts, collage and more. Available in 3 styles: Palm Beach with a plain edge, Fluorescent White with a deckle edge, and Ivory with a deckle edge.

- Card weight = 80lb cover / 216gsm
- Envelope weight = 70lb text / 104gsm
- Card Surface = Textured
- Available in 2 sizes: 3.5x4.875" & 5x6.875"
- Both sizes available in 6 packs in all three styles
- Full size also available in 50 and 100 packs in Ivory and Fluorescent White and 50 pack in Palm Beach



Strathmore Photo Mount Cards - Classic Emboss

Our classic emboss cards create a beautiful way to showcase photography or artwork on a unique and memorable card. Included in each package are double-stick tabs for adhering up to a 4 x 6" picture. Envelopes are 5.25 x 7.25".



- Card weight = 80lb cover / 216gsm
- Envelope weight = 70lb text / 104gsm
- Size: 5x6.875"
- Available in 6, 50 and 100 packs

Strathmore Photo Mount Cards - Decorative Emboss

Mount your photos, artwork or pictures to the front of these beautifully embossed cards. Included in each package are double-stick tabs for adhering up to a 4" x 6" picture. Envelopes are 5.25 x 7.25".



- Card weight = 80lb cover / 216gsm
- Envelope weight = 70lb text / 104gsm
- Size: 5x6.875"
- Available in 6, 50 and 100 packs

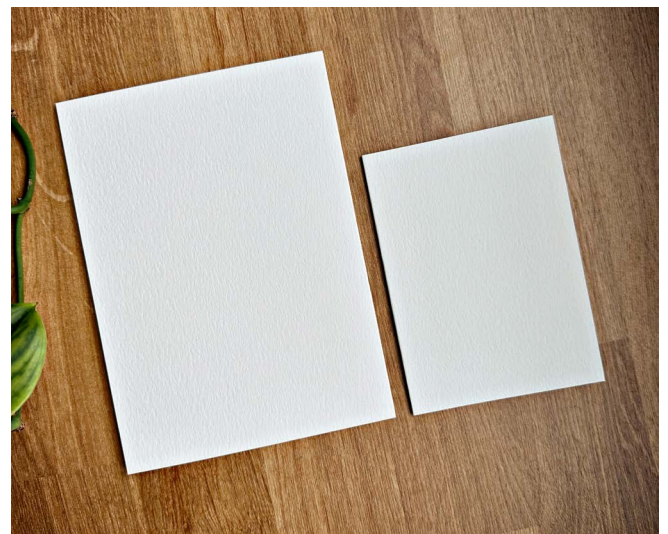
Strathmore Photo Frame Cards

These trifold cards feature a cutout window (3.12" x 4.625" opening). Simply insert your photo or artwork at the folded edge of the card and personalize the frame. Double-stick adhesive tabs are included to secure the picture. Envelopes are 5.25 x 7.25".



- Card weight = 80lb cover / 216gsm
- Envelope weight = 70lb text / 104gsm
- Size: 5x6.875"
- Cutout Window for photo
- Available in 6 and 40 packs

Photographs © Michael Cheang



MEET THE CARD ARTISTS!

We worked with a number of talented artists for the updated packaging on our cards.



JEANNIE DICKSON [300 Series Watercolor Cards](#) + [400 Series Watercolor Cards](#)

Jeannie Dickson is a watercolor artist and digital content creator. Author of "Hello, Watercolor!" and founder of the popular Instagram art account [@jeannedicksondesigns](#) where she is mostly known for her modern watercolor florals and unique lettering style. She currently resides in North Texas with her husband and two children. [Learn more here.](#)



JENNIFER MORRISON [300 Series Bristol Cards](#) + [400 Series Bristol Cards](#)

Jennifer Morrison is a colored pencil artist working from her home studio in Fishers, Indiana. Around 7 years ago, she followed her curiosity and a nagging instinct and taught herself to draw. Taking the first steps of buying some colored pencils and completing an online drawing tutorial opened up the door to so many exciting opportunities her life. She loves to draw seasonal Botanicals! She is especially drawn to big, beautiful flowers and colorful fruits still on the branch. Drawing seasonally reminds her of so many special times growing up in southern Indiana where there are distinct seasons of Winter, Spring, Summer, and Fall. [Learn more here.](#)



LILY CAIN [300 Series Mixed Media Cards + 400 Series Mixed Media Cards](#)

Originally from San Diego, CA, Lily Cain received her undergraduate in Printmaking and Painting from Sonoma State where she was technically trained in painting and drawing under Kurt Kemp. She went on to obtain her MFA from the Royal College of Art in London, England in Printmaking under the mentorship of Mark Hamstead, Jo Stockham and James Dyson. She's settled down now on the western slope of Colorado. She finds that she collect things she's drawn to from memory or attraction that stems from life. There is a fantastical biodiversity that happens within the building blocks of her work, how the soil and stone of ideas connect to one another. [Learn more here.](#)



RACHEL GRIEG [Creative Cards](#)

Rachel Greig is an award-winning photographer and mixed media artist living on the NSW Central Coast in Australia. Rachel enjoys documenting real life in a creative way through her photographs, travel sketchbooks and art journals. Rachel is the co-founder and creative director for Darkroom Door, an Australian company that creates high quality, photographic rubber stamps and craft products. Rachel turns her photographs into rubber stamps and uses these stamps with watercolors and other mixed media to create stunning cards and journals. [Learn more here.](#)

HOLIDAY CARD MAKING TUTORIALS

WITH KRISTIN VAN LEUVEN



Follow along with Kristin as she demonstrates step-by-step how to make four styles of vintage-inspired holiday themed watercolor cards!



**GIVE IT A TRY!
WATCH THE FULL
TUTORIALS HERE**

SUPPLIES:

- [Strathmore 400 Series Watercolor Cards](#)
- [Daler-Rowney Aquafine Watercolor Pan Set](#)
- [Maimeri Gouache](#), White
- [Princeton AquaElite](#) Brushes, Round 8 and ¾" wash

HAPPY HALLOWEEN

In the dark, eerie night, we unveil a gallery of fright.
Spiders and ghouls rendered just right, these spooky pieces are full of delight.



JESSICA LAUSER

Ink on Strathmore
300 Series Bristol Paper

[@jlauser.art](https://www.instagram.com/jlauser.art)



FLUKE LADY

Watercolor on Strathmore
400 Series Watercolor Paper

[@flukelady](https://www.instagram.com/flukelady)



KEEVER

Watercolor on Strathmore
400 Series Mixed Media Paper

[@keever](https://www.instagram.com/keever)



ANTHONY WHEELER

Ink on Strathmore
500 Series Mixed Media Board

[@anthonywheelerart](https://www.instagram.com/anthonywheelerart)



DAISY SUD

Ink on Strathmore
400 Series Toned Tan Mixed Media Paper

[@mindofdaisy](https://www.instagram.com/mindofdaisy)



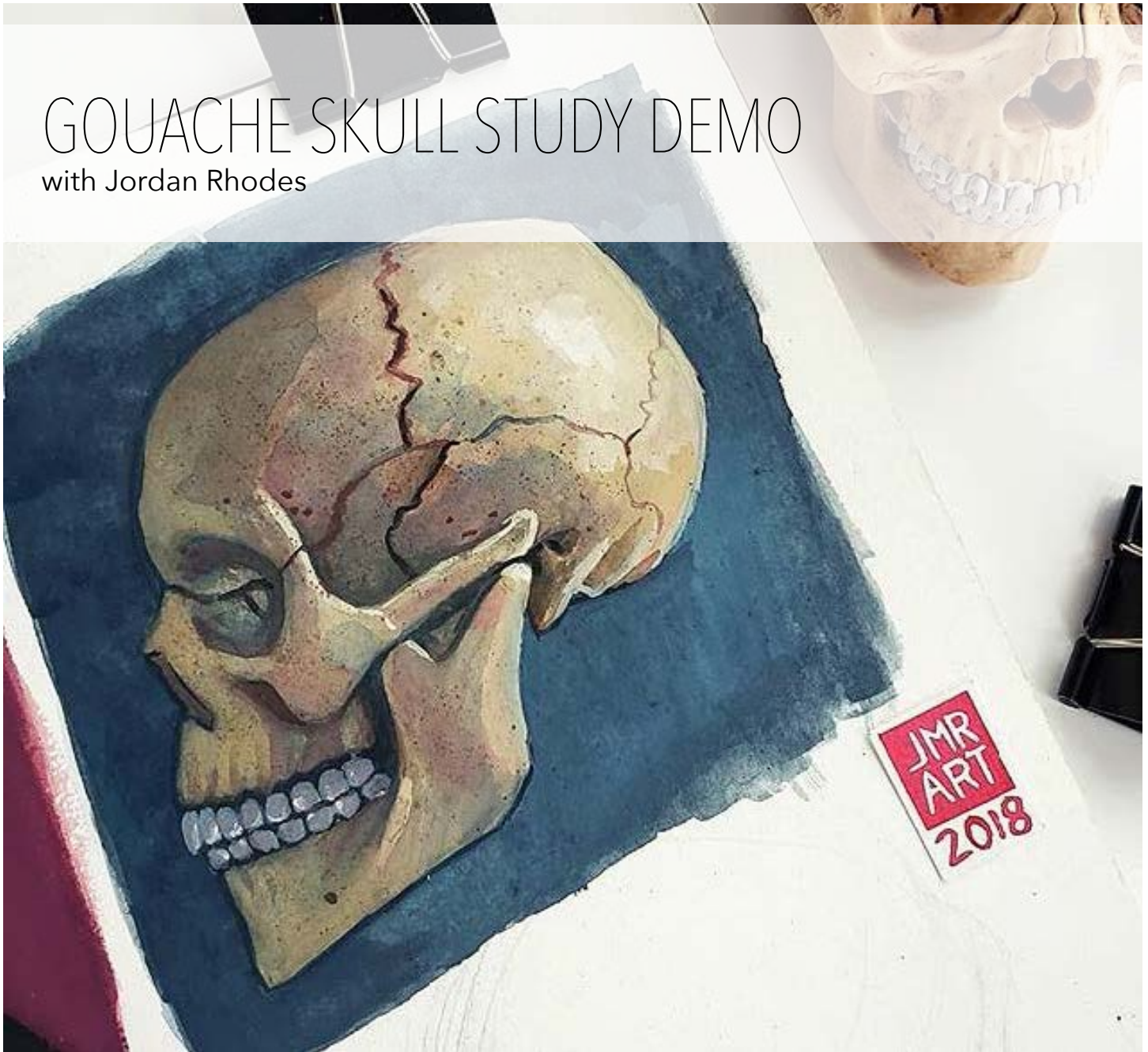
KEVIN KEELE

Ink on Strathmore
400 Series Toned Tan Mixed Media Paper

[@kkeeleart](https://www.instagram.com/kkeeleart)

GOUACHE SKULL STUDY DEMO

with Jordan Rhodes



Follow along with Strathmore Ambassador Jordan Rhodes as he demonstrates how to paint a skull in a real-time tutorial. Jordan has mastered the medium of gouache and shares his process, techniques, and tips along the way.

SUPPLIES:

- *Strathmore 400 Series Toned Tan Mixed Media* Paper, 9"x12"
- *Princeton Neptune* Brush, 3/4" Wash
- *Princeton AquaElite* Brushes, 1/2" Stroke, 1/4" Stroke and Rigger Size 8
- *Maimeri Gouache* in the colors below:



See more from Jordan on his instagram: [@jmr_art](https://www.instagram.com/jmr_art)

Strathmore® 2023 ONLINE WORKSHOP SERIES

Join us for Strathmore's FREE 2023 Online Workshops!

Strathmore's Online Workshops feature free video lessons and downloadable instructions created by experienced artists. Follow along in the online

classroom as instructors guide you through various art topics. After a lesson is released, it remains on the site for viewing the rest of the year.

Share all the fun on [Instagram](#) and [Facebook](#) using [#StrathmoreWorkshops](#)

Workshops start March 6 and continue through December 31, 2023



STARTS NOV. 6!

WORKSHOP 4 Colorful Watercolor Sketchbooking Instructor: Jane Beata

Let's fill the pages of your sketchbook while focusing on 4 subjects: botanicals, animals, landscapes and portraits. Jane will introduce basic watercolor techniques along with watercolor special effects for mesmerizing paintings.

LEARN MORE & FOLLOW ALONG



WORKSHOP 1 Drawing What You See AND What You Don't

Instructor:
Kelly Foss
NOW OPEN!

Let's learn to draw realism, but not be limited by it. Students will build solid drawing techniques then learn how to take artistic license to enhance their work with creative choices.

**LEARN MORE
about Workshop 1**



WORKSHOP 2 Spontaneous Watercolor Landscapes

Instructor:
Steve Mitchell
NOW OPEN!

Steve's spontaneous landscape painting is a process of playing with watercolor in a largely unplanned way. It provides a fun, stress-free and exciting approach to experimenting, often leading to unexpected discoveries.

**LEARN MORE
about Workshop 2**



WORKSHOP 3 Rendering Portraits in Different Mediums

Instructor:
Hazylle Mae

NOW OPEN!

We'll focus on the process of drawing and painting portraits in a range of different mediums. Hazylle will teach basic head anatomy while demonstrating how to go from an initial sketch to a fully rendered portrait.

**LEARN MORE
about Workshop 3**

Join us for our free workshops at: strathmoreartist.com/artist-studio