



News

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Coloursmith by PPG TAUBMANS named Colour Partner of Museums Victoria. *Museums Victoria and PPG Taubmans paint are celebrating a new partnership, with Coloursmith by Taubmans announced as Museums Victoria's Colour Partner for 2022.*

Colour lives at the heart of this partnership to share creativity, inspiration and joy through colour across all museum spaces.

This partnership provides the opportunity to share the value colour brings to our lives with Museums Victoria visitors, inviting them to explore colour for themselves, and bring their own spaces to life using the Coloursmith app and Taubmans paint products.

"There is a strong alignment between both Coloursmith and Museums Victoria," said David Nicholls PPG Commercial Director, Australia. "Coloursmith makes colour creation and selection accessible to all by allowing anyone to create colour using personal inspiration from the environment around them and bringing these colours to life at home with Taubmans paint products. Museum Victoria's spaces and exhibitions enable people of all ages to immerse themselves in the historical and modern world, enriching our lives with knowledge and perspective. These experiences created by the museum and with colour are personal to all of us. This is what makes our collaboration really special."

"At PPG, one of our values is to protect and beautify the world with our coatings and the establishments which make up the Museums Victoria organisation are an important cornerstone to enabling important experiences within our cultural and environmental world. Being able to support the Museums Victoria organisation and productions with our partnership is something we are really passionate about." Nicholls said.

PPG Taubmans and Museums Victoria share a common goal - to enable our visitors and customers to find inspiration in the world around them.

"We are delighted to welcome Coloursmith by Taubmans as colour partner for Museums Victoria. Our exhibitions and experiences fuel imaginations and provide a deeper understanding of the world we live in. Together, our experts will create truly wondrous experiences to inspire visitors every day," said Romina Calabro, Director, Development and Commercial Operations, Museums Victoria.

The partnership will draw inspiration from Museums Victoria's galleries and spaces and the 17 million+ objects in the State Collection, to create colour-filled collaborations throughout the year.

Leading the partnership for Taubmans is Chief Coloursmith and PPG Colour Category Manager, Rachel Lacy. Rachel will support the Museums Victoria design and exhibitions team, with colour insights and paint advice to enhance exhibitions and spaces across Melbourne Museum, Scienceworks and Immigration Museum, using specially curated paint colours from Coloursmith by Taubmans.







Coloursmith by Taubmans is the official Colour Partner for *Triceratops: Fate of the Dinosaurs* which opens at Melbourne Museum on 12 March, 2022. Museums Victoria's exhibition designers consulted with Rachel Lacy to specially select the paints that will enhance the ambience and experience of coming face to face with the world's finest *Triceratops*.

Coloursmith by Taubmans has also collaborated with Museums Victoria's science and palaeontology experts to curate a special range of Coloursmith colours, "Colours of the Cretaceous".

Available from the end of January, this limited-edition collection is inspired by the environment of the

Cretaceous period, when *Triceratops* roamed the earth. "Colours of the Cretaceous" will be available at the Museums Victoria store, Taubmans Trade Stores and Bunnings stores nationally for a limited time.



Colours of the Cretaceous – explore the colour collection

 <p>Angiosperm Leaves</p> <p>It is thought that angiosperms, flowering plants, became dominant in the Cretaceous period. The earliest dated and accepted angiosperms are from this period.</p>	 <p>Cretaceous Flowers</p> <p>One of the most profound evolutions in the Cretaceous period was that of flowering plants - angiosperms. Although it is thought insects and bees had already evolved, their existence was increased with these plants. As the Triceratops lived at the time of the Cretaceous, angiosperms were so dominant that they formed a great part of their diet.</p>
 <p>Conifer Green</p> <p>At the start of the Cretaceous period, gymnosperms, plants with cones such as conifers, were dominant plants. During this time however, flowering plants are believed to evolve and became the dominant flora.</p>	 <p>Epoccipital Bones</p> <p>Epoccipitals is the name given to triangular bones on the edge of Ceratops frills. These bones give the frill their distinctive unevenness.</p>
 <p>Trio of Horns</p> <p>The word Triceratops in Greek means "three-horned face". The name is a combination of the Greek syllables tri- meaning "three", "kéras" meaning "horn," and ops meaning "face."</p>	 <p>Tethys Sea</p> <p>Tethys Ocean or Sea ran east to west separating the two super continents during the early stages of the Cretaceous period. This body of salt water sat between</p>



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<p>The distinctiveness of the three horns makes the Triceratops one of the most recognisable dinosaurs.</p>	<p>Laurasia in the north and Gondwana in the south.</p>
	
<p>Laurasia</p> <p>The Triceratops skeleton at Museums Victoria was discovered in North America. During the Cretaceous, when the Triceratops were alive, North America was a part of the northern super continent – Laurasia.</p>	<p>Creta White</p> <p>The name Cretaceous, given to the time period from 145 to 66 million years ago, is derived from the Latin word “creta” meaning chalk.</p> <p>Much of the world’s chalk, a type of white-grey limestone, was deposited at this period in time.</p>

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