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MEDIA ALERT

Adobe brings to life the 100-year old brushes of Edvard Munch

Master painter's brushes digitally recreated in partnership with the Munch Museum

Hong Kong — 16 June, 2017 — Adobe (Nasdaq: ADBE) announced an innovative, first of its kind project, *The Hidden Treasures of Creativity*, which will digitally recreate the over 100-year old paint brushes of Edvard Munch to inspire a new generation of master painters. In collaboration with The Munch Museum in Oslo and award winning Photoshop brush maker Kyle T. Webster, Adobe has digitally replicated seven of Munch's original brushes and made them available in Creative Cloud for Photoshop and Sketch users worldwide.

Working closely with the Munch Museum's conservation experts, Munch's original brushes were photographed in 360 degrees using ultra-high-resolution cameras, which captured all angles and details to create an accurate three dimensional representation. Munch's artistic style and brushwork were closely analysed by specialists, and combined with data about the brushes' attributes, including physical properties such as flexibility and bristle type.

The process of turning the data and scans into Photoshop brushes was then performed by Kyle T. Webster, regarded by many as the world's foremost authority on Photoshop brushes. In collaboration with the museum experts, Kyle has been able to capture the exact shape and performance attributes of each of the brushes, which are available to download for use in Photoshop and Sketch from today.

Simon Morris, senior director of campaign marketing at Adobe said, "There are certain pieces of art we all know and love. These works transcend time, living on to influence modern creatives, and society as a whole. But we rarely think about the tools that were used to create those masterpieces."

"The Hidden Treasures of Creativity is all about rediscovering the forgotten tools of the masters to a new era, and placing those tools in the hands of a new generation of artists. Institutions such as The Met in New York and The Rijksmuseum in Amsterdam are already making their collections available online to help keep classic works of art in the public eye. Our campaign is an extension of this movement, making it possible for today's artists to rediscover and treasure the brush of a master and use it to create their very own masterpiece."

To find out more about how you can use Munch's digitally recreated brushes to make your own artwork, Kyle T. Webster will be hosting a series of live streams on the theme of digital painting which will be available to watch live online between 20th - 22nd June. You can register your interest in attending the live stream [here](#).

Adobe will also be running a contest over the next month, 15th June - 14th July, to encourage Photoshop and Sketch users to make use of these exclusive brushes to create their own versions of Munch's most famous and iconic painting, 'The Scream'. Edvard Munch made four different versions of the artwork and 80 years on, Adobe is challenging artists worldwide to create 'The 5th Scream'.

Entrants will be able to submit their masterpiece by uploading their artwork to Behance with the tag #MunchContest for the opportunity to have their work of art displayed in The Munch Museum in Oslo and as part of a special Behance collection. In addition, the winner will receive a cash prize of €6,000 and an all expenses paid trip to Adobe MAX taking place in Las Vegas from 18th - 20th October 2017. Submissions will be judged on originality, craftsmanship and creativity by a dedicated panel of judges. The brushes can be downloaded online [here](#) with supporting tutorials being made available as part of the campaign. Winners of the contest will be announced on 28th July 2017.

The Hidden Treasures of Creativity campaign was created by creative agency, Abby Priest, in conjunction with Adobe.

About Abby Priest

Abby Priest is an award-winning advertising agency based in Sweden, specializing in social ideas with built in PR DNA.

<http://abbypriest.com/>

About the Munch Museum

Munchmuseet is an art museum in Oslo. The museum, which opened in 1963 – one hundred years after the birth of artist Edvard Munch – devotes itself exclusively to the painter Edvard Munch's artistry.

<http://munchmuseet.no/en/>

About Kyle T Webster

Kyle T Webster is an international award-winning illustrator, living in North Carolina, who has drawn for The New Yorker, TIME, The New York Times, Wall Street Journal, The Atlantic, Entertainment Weekly, Scholastic, Nike, IDEO, and many other distinguished editorial, advertising, publishing and institutional clients. His illustration work has been recognized by the Society of Illustrators, Communications Arts, and American Illustration. In 2009 and 2010, Kyle created two top 50 iPhone games. He is known throughout the world as the founder of [KyleBrush.com](http://kylebrush.com), the brand behind the world's best-selling Photoshop brushes for professional illustrators, animators, and designers. His brushes were the first to be officially licensed by Adobe for inclusion in the Adobe library of tools for Photoshop and Photoshop Sketch (iPad). Kyle also currently teaches Life Drawing, Portraiture, and Digital Painting at the UNC School of the Arts.

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