



KEIM MINERAL PAINTS CASE STUDY: CAFÉ DEL MARSH, LONDON

KEIM COLOURWASH® ONTO PREVIOUSLY PAINTED PLASTER









CAFÉ DEL MARSH, 44 LOWER MARSH, LONDON

The popularity for limewash or Venetian plaster aesthetics is increasing, but as watered-down acrylic paint mixed with bicarbonate of soda isn't vapour permeable and can contain solvents, we've developed KEIM Colourwash - an interior mineral paint to replicate historic finishes which is non-caustic in composition and non-chalky in finish.

In addition to the high quality associated with KEIM Mineral Paints, KEIM Colourwash is [#likelimewashbutbetter](#), uses UV stable pigment and supplied ready for use, making it ideal to apply onto both bare and previously painted walls and ceilings.

Following the launch of KEIM Colourwash in April 2023, we've been searching for collaboration projects to showcase the easiest way to achieve a limewash aesthetic without the hassle of limewash.

Nathalie Mackinnon (AKA Nat the Painter), already experienced with the application of KEIM Mineral Paints for projects including St Andrew's by the Wardrobe, put forward KEIM Colourwash for Waterloo wine bar, Café Del Marsh.

Soft and cosy Colourwash KNIT was chosen to compliment the Parisian-influenced interior of the contemporary café and live music venue, paired with Farrow & Ball Wimborne White for the wooden panelling. Sol-silicate Colourwash BASE is suitable for direct application onto previously painted surfaces and creates the perfect opaque white base to create depth to Colourwash shades.

"I can't believe the coverage of Colourwash, it goes on like a dream. I can't speak highly enough of the product and finish. It actually looks fantastic."

Nathalie rocketed through the paint application (you can follow the Café del Marsh decoration journey on Instagram: [@natthepainter](#) or [@keimcolourwash](#)), applying a single coat of Colourwash BASE followed by one coat of Colourwash KNIT with 12 hours between coats. Nathalie commented "I love the finish. Colourwash goes on like a dream".

The Colourwash system comprises: Colourwash BASE - a one-coat opaque white paint suitable for bare and previously painted walls and ceilings, and Colourwash in five complimentary colour shades, curated by KEIM's Creative Finishes Designer, Amie Paxton. Optional surface texture to mimic historic limewash can be created using Textured Undercoat, with bare or new lime plaster surfaces requiring a coat of Lime Primer. Application is best with a KEIM Oval Brush.

In addition to the standard colour range, a bespoke colour design service is available. Whether you want interiors reminiscent of charming Italian architettura, sundrenched Moroccan riads or are inspired by chic Café del Marsh, we're here to help you achieve your creative vision in as little as two coats of paint (no art degree necessary).

To order a hand-painted Colourwash swatch, discuss a collaboration project or talk all things Colourwash: sales@keimpaints.co.uk

WHAT IS KEIM COLOURWASH®?

[KEIM Colourwash®](#) is a ready to use interior paint to create a limewash aesthetic without the hassle, mixing and hazards of caustic limewash.

Key features & benefits:

- Suitable for bare and previously painted walls/ceilings
- Chemically bonds to the substrate or mechanically to existing paint
- Highly breathable (0.01m sd Value)
- Ultra-low VOC (<1g/ltr)
- Pre-mixed and ready to use
- Eco & user friendly
- Vegan

[KEIM Colourwash Base®](#) is a one coat white opaque paint to create a perfect (and essential) base for KEIM Colourwash®.

KEIM Oval Brush® is a 5" paintbrush with soft synthetic bristles, perfect for applying KEIM Colourwash®.



CREDITS

Client: Café del Marsh

Decorator: Nathalie Mackinnon

Location: Café del Marsh, 44 Lower Marsh,
London, SE1 7RG

Project Photographs: Nathalie Mackinnon

Completed: 2023





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