

# Colorist turns coloring pages to art, offers coloring stained glass windows

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Lots of studies have already revealed how powerful coloring is in relieving stress and anxiety. And while these days there are many ways to color not only on the paper, Nika Entertainment has decided to help colorists feel like the real artists by creating its newest game - Colorist.

Colorist is a coloring app that has 2 unique features - turning finished coloring pages into animated videos (live effect) as well as coloring stained glass windows. Now the app has hundreds of unique coloring pages made by the professional artists ready to be colored. Three new coloring pages are added per day.

It took Nika Entertainment team of 25 game development professionals and artists almost a year and a half to make the app. "All our team and even their families are the fans of coloring! We previously worked on a project for the rapid stress relief and many of the scientific developments associated with that project were used to make Colorist. On our team, we even have art therapists and psychotherapists (PhDs) with 15 years of experience who helped create the necessary atmosphere in the process of coloring and enhance the relaxation effect. Also, we constantly get feedback from the art therapists who work with different groups of people," says Dr. Maxim Slobodyanyuk, the founder and CEO of Nika Entertainment.

The content of the app is divided into categories - live, glass, nature, food, fashion & looks, mandalas, fantasy and others. Over 1,000 coloring fans were surveyed to create the content for the app.

"Many colorists dream for their painted works to look like a piece of art. So we developed a technology that adds realism to the coloring process. Now, when the picture is painted completely, it looks like art. So a colorist can feel like an artist looking at his work and being proud of it," adds Alex Simonenko, co-founder and CTO of Nika Entertainment. Colorist allows the user to download the video of his animated coloring page and share it anywhere on social media.

Colorist is a cross-platform mobile product made with Unity engine. Thanks to this strong technological foundation coloring of united regions is done with one tap. Also, the user can see

the invisible shadows and the patches of reflected light which helps to reach even more convenience and realism while coloring stained-glass window patterns inside the app.

The app is free and has loads of free content, but it does have subscription plans for the free access to all the content in the app. The user can use a FREE week trial and may pay \$7.99 for the weekly plan, \$14.99 for the monthly, and \$79.99 for the annual plan. If the user wants to unlock specific coloring pages without buying the subscription, he can collect stars by watching ads. The team also plans to roll out the in-app purchases to let users buy the stars.

### **About Nika Entertainment**

Nika Entertainment has made a name with its popular mobile franchises Fairy Mix, Magic kitchen, and Words mix. As a leading publisher of high-quality casual games, Nika Entertainment has already inspired more than 60 millions of people all over the world with its games.