



Let me introduce myself. My name is Jim Cobb and I am the owner and Paint Formulation creator at Chroma Pty Ltd, an Australian born company which now has manufacturing plants not only here in Australia, but also in the USA, with warehouse facilities in the UK. So, in case you don't already know about us, Chroma makes and sells industry leading brands such as Jo Sonja acrylics, Atelier Interactive acrylics, Atelier Free Flow acrylics, A2 acrylics and Archival Oils just to mention a few.

Each month I will be presenting a **product or group of products** from our line of high quality brands for discussion, along with some **exclusive limited time deals** for our readers which will only be available at your local Chroma Supplier. As a very important part of our monthly discussion I will include the various **website pages and Internet links** that will clearly help to enhance your knowledge and experience of our product ranges. To make it a complete resource we will also include any **Facebook and YouTube clips** on all the various subjects. The aim of the newsletter is to inform and engage with Artists via the written page as well as via the Internet.

This month I have decided to talk with you about one of the latest and biggest trends in the art world now, **Acrylic Pouring**. Chroma has once again responded to what is currently trending with our release of the **Atelier Pouring Medium**. There is a lot of information out there especially on YouTube on this subject, so this article's aim is to demystify all that information.

Jim Cobb's APRIL ARTISTS' POURING ACRYLICS



HOW DO YOU USE POURING MEDIUM

Preparation is an integral part of the process and I cannot stress this enough. Below I will try to give you step by step instructions on how to use.

Materials for your set up

- Atelier Pouring Medium
- Paint colours. Select 4 paint colours you like plus Titanium White. Transparent colours work amazingly well. If just starting out, try Quinacridone Magenta, Pthalo Blue and Arylamine Yellow Light plus Titanium White and/or Carbon Black.
- Atelier Liquid Gesso or the Chroma Gesso of your choice. Why not try one of our coloured liquid gesso's.
- Plastic tablecloth
- Disposable gloves
- 10 or more Plastic cups – these can be small, I like the clear ones with ribbing, so I can see
- and adjust amounts of paint and Pouring Medium I am adding to the mix.
- Wooden paddle pop sticks
- Canvas or board on which to pour. Start small and practice what quantities work best for you. Make sure your surface has been correctly primed with good quality gesso before beginning
- Pipette or syringe for adding small amounts of water to the mix.
- Palette knife, Old Credit or business card
- Large aluminium baking tray
- Spirit Level
- Butane Torch (optional)

So, what is Pouring Medium?

(This advice has been kindly provided by Karen King)

Paint is very simply made from mixing pigment and a binder together. Of course, there is a lot more that goes into it, but let's keep it simple for now. Pouring Medium helps to thin the paint, making it more fluid whilst keeping the paints strength, vibrancy and transparency. Pouring Medium will keep the binder's properties intact allowing for less water to be required. Too much water will be detrimental to the binder's properties, lessen the pigment load making the paint chalky, and less adhesive to the canvas or board you have chosen. Some artists choose to use PVA glue but once used the paint loses its archival properties and can become chalky and brittle over time.

Chroma Pouring Medium is designed for extreme fluid effects and pouring techniques. It is self-levelling and dries to a gloss finish. The best suited Chroma paint for this style of art is Atelier Free Flow however, Jo Sonja and Atelier Interactives can also be used.

The CHROMA method

This is how to do a clean pour. For more information and other techniques such as a "dirty pour" and making large cells please visit our website.

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will try to give you step by step instructions on how to use. Place your plastic tablecloth over your workspace. The aluminium tray is placed in front of you and inside the tray you will place 4 plastic cups upside down in each corner. Place your primed canvas or board on top of the inverted cups. Make sure your painting surface is completely level. Prepare your paints in the remaining cups.

Line up your cups and place one paint colour into each cup. Add to the paint the same quantity of Pouring medium to each colour and mix well with your paddle pop stick. Add a small amount of water ONLY IF NECESSARY to make the mix very runny in texture. You may need to experiment here as different colours can be slightly different in fluidity. Set aside for a few minutes while

the air bubbles work their way to the top.

You do need to work quickly. Make sure you leave the Titanium White to last with all your pours. Titanium White weighs more than other paints and will force its way through the layers to the bottom.

Now you can be inventive! Pick up one colour at a time and pour into your painting surface. You can pour in circles, zig zags or just pour into the centre of the surface. Once all the paint is on your surface you can roll it around, so the paint covers the whole canvas. From here it is up to you. You can swipe the paint with your palette knife or credit card being very careful and using a feather touch. Cells will begin to appear.

Once you are happy you can decide whether to leave to dry



naturally, dry with a hair dryer or give it a blast from your Butane Torch – not too close with the Butane Torch and this is best done outside unless you want to see how quickly the Fire Brigade can get to your studio (continue reading on our website).

KEEP READING on our website!
For more information on other techniques such as a "dirty pour" and making large cells visit our website.

www.atelieracrylic.com
www.chromaonline.com

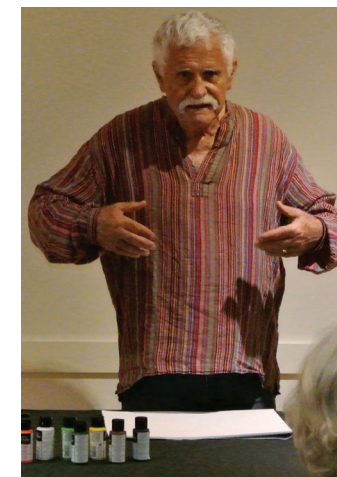
FACEBOOK
www.facebook.com/AtelierAcrylics

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*VALID IN AUSTRALIA ONLY UNTIL 31st MAY, 2018



SPECIAL OFFER! FREE GROUP WORKSHOPS*

If you are interested in attending a **group workshop with \$406.00 of FREE materials** to experiment with, please contact your local retailer to make the arrangement. **Chroma's free group trial kit** can be used in the shop if they have a suitable work space, or if not, you would need to involve your local art group. The free kit will be delivered to the shop if we can guarantee 12 to 20 attendees. **In this article you will find a list of what you need to set up and reference to a Youtube demonstration.**

I have supplied much more Free Flow paint in the kit than you will need for the Pouring Medium session because Free Flow has many other uses which we will explore in future sessions. If you visit the Internet, you will find many American videos using liquid painting techniques and once again you don't need to use the American brands because Free Flow is a liquid paint which performs all of these techniques extremely well.

Another good way to inform yourself is to attend workshops where paints and mediums can be used giving you a personal experience. Chroma is starting to set up a **series of workshops**, again using the Internet section of this newsletter to co-ordinate between you, and the venues where this can be done – either art shops or art societies with a working space.