

AUGUST ARTISTS' NEWSLETTER

At Chroma all the products we make are designed to help bring out your creativity and make you a better artist. This month I'm focusing on our range of acrylics.

Expanded Digital Newsletter

Because I can't fit everything I want to say on this one page you can go to atelieracrylic.com where you'll find the **one information source** on **easy-to-do stuff** you may not know about.

Stop Watching and Start Painting!

While you can watch lots of videos showing how to use acrylics you **have to start using them** to see how well they can work for you. As you can see from the accompanying chart understanding acrylics is not hard. All you do is mix your colours with the chosen

medium that lets you work in a particular technique or to get the special effect you're looking to do. Check out a full description and the videos of what each medium can do in my expanded Newsletter on our website and then visit your closest stockist to pick up some tubes. Most of our acrylics are available in bottles, jars and tubes.

Acrylics Will Set your Creativity FREE!

Think of acrylics as a "Swiss Army

knife" for artists. Use it to achieve almost any effect or technique. It lets you explore and express yourself in ways no other medium can.

Why did we call it Interactive?

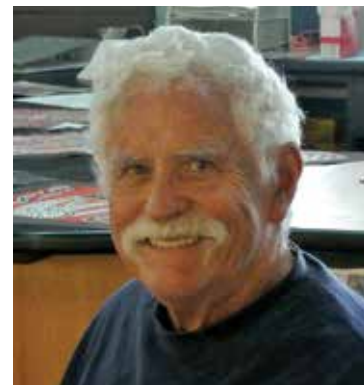
Atelier Interactive is easy to keep wet for more blending - but it dries normally when you stop painting. It's interactive with your needs so that's what we called it. This is a unique

KEEP READING

on our website for more information, videos and

Special Offers

We have different Special Offers available on our atelieracrylic.com website which you can redeem. Also, I have been offering **FREE products to Art Groups and Societies who want to conduct workshops using our products.** I'd love to hear from you at jcobbchromatech@gmail.com



Jim Cobb, owner and founder of Chroma Pty. Ltd.

feature and is a great reason to choose it over other brands.

If you already use acrylics you need to experience Atelier Interactive's properties for yourself. If you are looking to start using acrylics for the first time it is the paint you want.

UNDERSTANDING ACRYLICS THE SHORT STORY

PROFESSIONAL ARTISTS QUALITY



ATELIER Interactive

VISCOSITY
Heavy Bodied
Thick Viscosity

A unique acrylic which allows both traditional, fast drying techniques and longer painting sessions

77 Colours

ATELIER Free Flow



VISCOSITY
Fluid
Viscosity

The most fluid free flow and vivid artists' acrylic in the world

30 Colours

AMATEUR



ATELIER A2

VISCOSITY
Heavy Bodied
Thick Viscosity

A Light fast acrylic ideal for art students and serious amateurs

20 Colours

SPECIALITY



JO SONJA'S

A high quality acrylic for fine art and decorative art (the smooth viscosity is ideal for folk art and decorative art)

78 Colours

USE THESE MEDIUMS TO CONTROL YOUR COLOURS

Simply mix your colours with one of our Mediums to get the effect you want. You may not have thought about it before but there is a rhythm to your painting process. How long is a painting session for you? Is it a couple of hours or is it on and off all day? Consider your painting routines to help you choose the medium that suits you. From traditional, fast drying techniques to new, longer painting sessions we have a Medium to suit the style you want to paint in. There are too many to list here but you can pick the one you want by visiting our website atelieracrylic.com

WHAT ABOUT A WET PALETTE?

Artists using acrylics generally use wet palettes. See them in action on the internet and on YouTube