

Jim Cobb's SEPTEMBER ARTISTS' NEWSLETTER

BRAND PROMOTION



Announcing the Release of Our New Acrylic Mediums

I have set out below our new Mediums ranging from very thick to very thin. You need to know that all of these mediums prolong wet working time but they can also be used for traditional techniques simply by not using the Unlocking Formula and they can be dried easily by applying some source of warmth.



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

Mediums for Heavy Bodied Acrylic Paints Atelier Interactive and A2

*Note you will need a bottle of Unlocking Formula to get the best from these Mediums

Heavy Gel Satin

This is an extremely thick yet mobile paste which holds brush marks and creates a sharp impasto effect similar to oil paints when used with a palette knife.



250 ml
POT
\$6

VALID UNTIL 31 DEC 2018
This medium is too thick to pack in tubes

Thick Painting Medium

This has a viscosity similar to the paint itself, and if you like working wet in wet this medium is very straightforward to use **but it simply will not work unless you use at least one part to one part of paint, because the purpose of the Medium is to create a wet layer, ie. a blanket of wet paint, and once this is established you will not need to spritz with Unlocking Formula much or perhaps not at all, depending on the weather. When you have finished a layer it can be dried easily by applying warmth (ie. sunlight, draft from an air conditioner or hair dryer).**



BUY 2 TUBES
Atelier Interactive
and get 1 TUBE
Thick Painting
Medium FREE

VALID UNTIL 31 DEC 2018

Thin Painting Medium

Thin Painting Medium completes the list. Breakdown our Heavy Bodied Paints by adding this Medium for a smooth dilution for air brushing, to create a liquid paint or for fine detail.



250ml
BOTTLE
\$6

VALID UNTIL 31 DEC 2018

Middle Painting Medium

New Middle Medium is a fine tuning of the original Clear Painting Formula and is basic for diluting and spreading paint, blending, edge blending, and glazing.



BUY 2 TUBES
Atelier Interactive
and get 1 TUBE
Middle Painting
Medium FREE

250 ml
BOTTLE
\$6

VALID UNTIL 31 DEC 2018



250ml
POT
\$6



1 litre
POT
\$16

CALLING ALL ART SOCIETIES!

Art societies or art group organisers might be interested in having these Mediums available FREE for their members to try out. Before arranging a group session tell your members to go to our website Atelieracrylic.com and read how these Mediums perform. If your society or group is interested in organising a shared experience please contact Amanda Rose at Chroma Marketing in Sydney.

Mediums for the More Fluid and Matte Paints Atelier Free Flow Colours and Jo Sonja's Acrylic



Thin Painting Medium

Atelier Free Flow and Jo Sonja's Acrylic are matte and are already more flowy paints but become very liquid when Thin Medium is added.



250ml
BOTTLE
\$6

VALID UNTIL 31 DEC 2018

Holding Medium

When Holding Medium is added to the above paints they body up and are easier to control in a more painterly mode.



BUY 2 TUBES
of Jo Sonja or
2 X 60ml bottles of Atelier Free Flow
and get 1 TUBE of
Holding Medium FREE



250 ml
BOTTLE
\$6



500 ml
BOTTLE
\$9

GET YOUR FREE TUBES!

You will never understand something which could become important to your work if you haven't tried it, and the purpose of this promotion, ending **31 December 2018**, is to make sure you do have an opportunity to experience new things for yourself. Please contact your local art shop and order your free Mediums, and if you like them please advise the shop so that they can place orders for the larger packaging

WATCH THE VIDEOS

As we release our new Mediums I'm providing what you need in downloadable PDF's for your information and reference, backed up by short videos where I try to show visually what I am talking about. For more information go to our website Atelieracrylic.com

