



Jim Cobb's NOVEMBER ARTISTS' NEWSLETTER

How to get the effects you want from our new range of Mediums

The end of the promo we've been advertising in previous issues is fast approaching. I hope you have already been able to look at our www.atelieracrylic.com website and choose the Mediums that you feel will help you get the effects you are after.

Hopefully you've tried the free sample tubes you've persuaded your participating Atelier retailer to order for yourself and your friends. If not, ask them to contact Amanda Rose at Chroma Marketing in Sydney. Time is running out. Act now!

- ❑ Our new range of Mediums have a logical sequence, graded from very thick to very thin. You will need to reference all this material on our website and choose accordingly.
- ❑ I hope that the logic of this Viscosity Ladder of Mediums will make it very simple for you to choose what you need.
- ❑ The Mediums are formulated to match the satin finish of the paint.
- ❑ The two matte paints Jo Sonja Acrylic and Atelier Free Flow have special Mediums to maintain their mattness.
- ❑ Final surfaces can be left without varnishing or can be finished with your personal choice of varnish from our range shown on our website.
- ❑ These new mediums work in two ways:
 1. They function as traditional Mediums but
 2. When you use them with **Unlocking Formula** you can keep your painting wet as long as you like. Unlocking Formula is therefore vital if you want to take advantage of the paints' interactive properties.



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

Visit our website and watch the Videos showing you all about our new Mediums



All our new Mediums which are set out on The Viscosity Ladder below are also described in detail on our website Atelieracrylic.com and if you need to refer back to earlier newsletters we have a special newsletter section where you can find out all the information and see the accompanying videos of the new mediums being presented in this promotion.

A Viscosity Ladder for Our New Mediums

I am setting out a recap of the mediums in a ladder progression. They appear below starting with the thickest.

Atelier Heavy Gel Satin

This gives you the body and texture of oil paint – even Heavy Bodied Acrylics need a boost to look like oil paints. Available in 250ml jars



Atelier Thick Painting Medium

Used to lubricate your painting without losing viscosity – it extends the heavy bodied consistency of the paint itself. Available in 250ml bottles



Heavy Gel Satin

Gives you the body and texture of oil paint – even heavy bodied acrylics need a boost. Go to the newsletter section of Atelieracrylic.com and view the video

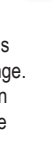
Atelier Middle Medium

This has a juicy consistency good for lubricating and smoothing out thicker paint and for glazing and so on. It is thinner than the paint itself. Available in 250ml bottles



Atelier Painting Medium

This is an existing medium but it is the most popular medium in our range. It is not in this promotion but it sits in a position slightly looser than Middle Medium and many of you probably already know how to use it. Available in 250 bottles



Thick Painting Medium

Lubricates your acrylic paint without losing viscosity
If you follow the sequence of the newsletters you will find that every medium has its own demo video to help you discover how each one works.

Atelier Thin Painting Medium

At first this seems to be very watery. It liquefies acrylic dramatically and turns out to be surprisingly useful. Available in 60ml tubes and 250 ml bottles



All the above mediums dry to a satin finish which matches our heavy bodied Atelier acrylic paints.

The Best Mediums to Use with Jo Sonja Acrylic and Atelier Free Flow Colours

The two Mediums from the above Viscosity Ladder which both retain a matte finish are:

- ❑ Holding Medium which thickens them for more painterly work
- ❑ Thin Medium liquefies them dramatically

Jo Sonja Acrylic and Atelier Free Flow both dilute sharply with just water, which can be thought of as if it were a medium itself.

Atelier Free Flow is a little more fluid than Jo Sonja, but both have a matte finish and work well together. You can use Jo Sonja to enlarge your Atelier Free Flow palette because the Jo Sonja range has many more colours.

KEEP READING on our website

If you go to Chromaonline.com the home page gives you links to all of the Chroma brands. If you just want Atelier Interactive and the newsletters for this promotion go to Atelieracrylic.com.

READER OFFER!
Win one of these 10 Sets of Atelier Interactive Acrylic valued at \$100 each

Go to Atelieracrylic.com and view the questionnaire that you will need to answer to be eligible for the prize draw

9 colours

all 75ml tubes

- Titanium White
- Arylamide Yellow Light
- Quinacridone Magenta
- Pthalo Blue
- French Ultramarine Blue
- Burnt Umber
- Naphthol Red Light
- Yellow Ochre
- Burnt Sienna

