



# Jim Cobb's DECEMBER ARTISTS' NEWSLETTER

I hope that everyone interested in the new Mediums we launched recently has already found the one that suits their working style – if you have had any problems accessing them please go to the digital newsletter on our website [www.atelieracrylic.com](http://www.atelieracrylic.com) to find out more.

## ASK JIM Ask me your acrylic questions by email

Do you know that Chroma has a technical service facility that can help you with your painting questions? I know that there are many artists who would like to ask questions and emailing them to me is the perfect way to get an answer.

Email your question to [marketing@chromaonline.com](mailto:marketing@chromaonline.com) making sure to put ASK JIM in the subject line and I will respond. Please include your phone number in case I need to discuss your question in a little more depth.

### Sharing Information

I would also like to hear from artists who have already used the new Mediums and who might like to send us digital images of what they have done with them. Also they may have questions to ask, or positive comments perhaps?

### The Atelier Interactive Difference

Because Atelier Interactive and Matisse are the most used artists acrylics in Australia we do get asked what the difference is.

They are both professional quality artist colours and both work for traditional techniques. The difference is that Atelier Interactive lets you choose your drying time! And you can make this decision at any point as you go along. Use Unlocking Formula whenever you need more time to finish something, or don't use it if you don't need to. This is the difference between Atelier Interactive and Matisse. You will also find that all of the imported brands are traditional acrylics which cannot be kept wet on demand either.

### Here is a question for you

How do you handle wet or very humid conditions? You must have noticed that very high humidity slows down your drying process even if you are using traditional paints. What I do in this situation where obviously I can keep my paint wet easily but I can't dry it off easily, is that I move on to a different painting and allow nature to take its course.

### Old Mediums

We have been making acrylics at Chroma since 1965 and, like every company in the business, we have a line-up of traditional Mediums that artists have been using and relying on for a long time. For this reason some of the old Mediums should not be withdrawn from the market

### The New Mediums

We have been working on these, actually for years, because I wanted to have Mediums that would work in both the traditional format and in the interactive format as well. Every artist uses traditional techniques a lot and I can now give them access to controlled interactive drying using the same set of Mediums.



### The Unlocking Formula Method

For traditional techniques avoid using Unlocking Formula. For Interactive use add Unlocking Formula with the paints and Mediums either by dipping your brush into the Unlocking Formula as you go along or use an atomiser spray to keep an area activated. Actually we have a great Fine Mist Sprayer in our range you can buy which is specially designed for this job.

### The Viscosity Ladder

I think the Viscosity Ladder concept (see last month's issue or visit our website [www.atelieracrylic.com](http://www.atelieracrylic.com)) which we are using to describe the different Mediums should be very helpful for people who want to match a Medium to the work they do. I need to point out that clear Painting Medium from the list of old Mediums does work in both the traditional and interactive ways and sits on the Viscosity Ladder between Middle Medium and Thin Medium although it is not part of this promotion.

### Colour Mixing in the New Year?

I know that a very large number of people are interested in colour mixing and with access to the internet it is possible to show colour mixing as a live painting process right on the screen. I think I can present a whole series on this subject next year. I want to forewarn you that I am not fond of colour theories and colour wheels but prefer to just intermix colours to reach a desired end point which is actually what most people want to know about anyway. Am I heading in a good direction do you think? Why not email me your answer, or what else you'd like me to cover in this Newsletter to the email address shown above.



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

### KEEP READING on our website!

For more information on these techniques and our other products visit our website.

[www.chromaonline.com](http://www.chromaonline.com)  
[www.atelieracrylic.com](http://www.atelieracrylic.com)

FACEBOOK  
[facebook.com/chromainc](https://facebook.com/chromainc)

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### READER OFFER!

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

Go to [Atelieracrylic.com](http://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
- Phthalo Blue
- French Ultramarine Blue
- Burnt Umber
- Naphthol Red Light
- Yellow Ochre
- Burnt Sienna

