



# Jim Cobb's JANUARY ARTISTS' NEWSLETTER

## What colour is that? A new way to find out how to mix the colours you want

I have started a series of videos on colour mixing which I mentioned in the last issue but they will appear on the website section of this newsletter because the colours are more accurate on the net than in print – however we will also have still shots which you can download showing you what the mixes are to arrive at whatever colour is being shown.



The concept is that if you are painting a landscape and wonder how to mix a green that you need you will be able to consult your Smart Phone to match the colour you are looking for or you could look at the chart on your wall. Over time we can accumulate other colours needed for landscapes and then move on to useful colour mixes for figure painting and so on covering all the categories.

As all this is a 'work in progress' I would appreciate reader feedback about the way I am proceeding.

## Our New Atelier Acrylic Mediums Promotion Continues ... Go to [atelieracrylic.com](http://atelieracrylic.com) for details

I have decided to extend the Medium's promotion on our websites only and I have listed them in this month's internet section. This is a good way to provide access for artists who haven't been able to get the new Mediums from their local shop.

Another way for you to proceed would be to email us at [marketing@chromaonline.com](mailto:marketing@chromaonline.com) stating who you are and what you want to order and we will send it direct to an art shop that you nominate.

### 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



### 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

### 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 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 bottles and 250ml bottles



**READ ABOUT  
HOW ATELIER  
INTERACTIVE  
ACRYLICS ARE  
DIFFERENT TO OTHER  
ACRYLICS ON OUR  
WEBSITE  
[Atelieracrylic.com](http://Atelieracrylic.com)**



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

## 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.

## 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
- Napthol Red Light
- Yellow Ochre
- Burnt Sienna

## 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)

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