

Jim Cobb's

BRAND PROMOTION

APRIL ARTISTS' NEWSLETTER

YOU WILL NEVER EVER KNOW, IF YOU NEVER EVER GO

This used to be a catch phrase used in a tourist ad campaign about visiting the Northern Territory – and I would like to use the concept as it might be applied to your use of art materials. I have been blathering on about our new ladder series mediums and I have made videos showing their use, but have you tried any of them yet?

YOU'LL NEVER NEVER KNOW IF YOU ONLY READ ABOUT THEM

I will try to keep the subject alive by showing you images on the digital part of this newsletter because I'm having very satisfying experiences myself and I'm still exploring the new possibilities and learning as I go along and it is giving me more control and enriching the working process so I'll try to show you visually what is happening.

Let's look at the ladder concept again

It is really only about choosing mediums from thick to thin that will fit in with your working style.

A Chop and two veg attitude about using paint seems to be quite common – what I mean is that many artists simply use paint and water but in French cuisine you would notice that it is all

about the sauces, and choosing the right sauce to enhance the basic food. In our case the paint that you are using is basic and the mediums are the sauces for making more interesting paintings.

Sharing Ideas

If you are prepared to help me and share your results the best way to present images is to show a whole painting, but make sure you also show close ups of the sections of the painting which illustrate how you have used the mediums to get the result you wanted – you can see brushwork in a close up shot and you will probably add a short comment about what you are actually doing. At the moment I can show images of my own work and you will get bored if nobody else makes a contribution. Just send your material to marketing@chromaonline.com

Neglected Paint Opportunities

Most artists use heavy bodied formula paints and may not realise that acrylics are a family of paint types that can be graded on a viscosity ladder like the mediums and with our paints Atelier Interactive and Atelier A2 are heavy bodied, Jo Sonja is middle or flow formula and Atelier Free Flow is a looser flowing paint and we will soon have an ink which is actually a

liquid paint and you might like to consider using different paint types together in a painting because thinner paints like Free Flow are obviously better for detail than heavy bodied paints. **Our most neglected paint is Free Flow which fits the same category as Golden Fluids which have been on the US market for many years and well understood there but artists in Australia have been slow to discover Free Flow which is fantastic for works on paper or for mixed media and if you need some ideas why not steal them from US websites featuring the similar Golden products. Better still if you are actually using Free Flow please share some images of what you are doing with it.**

Pouring Medium

I want to point out to any readers who may have a bottle of partly used pouring medium and might wonder what else they could do with it that it makes a very good gloss medium of a type that flows out giving rather like an enamel like finish – if that idea doesn't appeal to you and you want to use up your remaining pouring medium it makes an excellent acrylic sealing layer to prepare paper or canvas for painting where you might otherwise have used binder medium.



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 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.

KEEP READING on our website!

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