

# Jim Cobb's MAY ARTISTS' NEWSLETTER

BRAND PROMOTION

Our hidden Newsletter at [atelieracrylic.com](http://atelieracrylic.com)

I am not sure that readers of this newsletter know that it is really only the front cover or menu of a much bigger Digital Newsletter published monthly on our website – go to [atelieracrylic.com](http://atelieracrylic.com) and on the landing page you will see links to a series of past Digital Newsletters which might interest you.

## New Mediums

The Digital Newsletter contain information and videos about the new mediums for Atelier Interactive which we describe as “Viscosity Ladder” mediums because they are set up from thick to thin and make the choice of which medium you might want to use easier.



The Atelier Acrylic Mediums Viscosity Ladder

## Colour Mixing

The second subject which is starting to appear concerns colour mixing which I think is something that interests almost everybody. Because this program is presented digitally it is possible to show colours being mixed and set them out in a context which you can download, and this allows you to carry out colour mixing exercises which you can keep on charts to prepare for yourselves, and use for future references.

This could end up being a large-scale project, so it would be very helpful if readers could contact us at our email or Facebook page and tell us whether the project is useful for them or not, and what I might do to improve it.

If you carry out the project you will end up with two results.

1. You will have wallcharts containing colour mixtures which you can duplicate and use for reference and,
2. You will have on your smart phone a library of colours that you can refer to, for example if you are painting out doors and trying to decide what colours to use and how to mix them.

## Stuff does happen in the world of artists paint

Word travels very slowly, for some reason that I do not quite understand – maybe we have not learned to make proper use of digital channels of communication, and I know that there are many people reading this column who do not know what Atelier Free Flow is, or what it could be used for, the short answer is that it is mainly used for works on paper which have a gouache like appearance or sometimes look like water colour, but are easier to do because of the overpaint ability of acrylic based paint, which make it easier for artists who are used to acrylics, but like the “look” of traditional gouache or water colour and find they can get the effect of the old traditional materials without having the difficulty of learning traditional techniques.



Bella Ivanyi 'Sunrise at Larapinta Drive' - Alice,  
57cm x 36cm



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.

## Mixed Media

Mixed media has evolved as a category of paint use, and our Atelier Free Flow is the ideal paint to use. For mixed media you need a paint which, although acrylic based, does not leave shiny puddles on water colour paper, is ideal for typical mixed media techniques involving diluted paint, that of course “is applied in a horizontal position”. It is also important that a mixed media paint is able to accept the use of pastels, crayons, charcoal and textural elements – Tricia Reust's videos demonstrate these features very effectively.

Mixed media is a relatively a new field in Australia but has been going in the US for a long time so that a search of US artists websites might provide a good source of ideas as well. If you want to know more about Mixed Media visit Tricia Reust website at <http://triciareust.com.au/>

Read more Newsletter Content, go to:  
[atelieracrylic.com](http://atelieracrylic.com)