



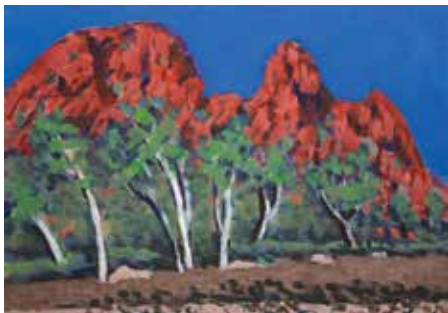
CHROMA'S AUGUST ARTISTS' NEWSLETTER

Why has nobody thought about this before?

For many artists the mere idea of using mediums may get very confusing. Most art enthusiasts often use acrylic paint with water, nevertheless, the absence of **Mediums** in your paintings is compared to the absence of sauce that enhance the flavour in your dishes. In our case, the mediums enhance and make your paintings more interesting.

There are several mediums available in the market right now and each one of them is used for a specific purpose, nonetheless it is becoming an almost daunting experience to go to your local art store on the pursuit of the right medium from an ever-increasing list of new mediums without apparent logic to decide from.

I have thought about this specific problem for quite some time, and I came to realise that the problem resides on a lack of understanding on how to choose the right medium for your painting. In a nutshell, mediums modify the **viscosity** of your acrylic paint. For instance, if your acrylic paint is heavy bodied as **Atelier Interactive** and you want to thicken the paint even more, you have to mix your paint with a heavy gel medium. It is for this reason that I have coined the concept of **The Viscosity Ladder** which refers to the array of **New Atelier Mediums** logically organised depending on their viscosity from Thick to Thin. I will explore these mediums in more depth in this article.



The Viscosity Ladder

The whole idea of the **Viscosity Ladder** is a very simple but powerful one, **Mediums** alter the viscosity of your acrylic paint in some way, so therefore if the mediums are organised from Thick to Thin you end up having a logical sequence of mediums that relate to the viscosity of the acrylic paint you are using.

The **Viscosity Ladder** that **Chroma** has developed is meant to work alongside **Atelier Interactive Artists' Acrylics** and **A2 Lightfast Acrylics**. All the **New Mediums**

can be "interactive" as well, which means that if you paint with **Atelier Interactive** the mediums will react to **Unlocking Formula** for extended and controlled blending.



Overlapping Looks

We all expect that each type of paint had a certain "look". For instance, a work on paper made with a very thin application will remind us of gouache or water colour and a thick, textural application will remind us of oil paints, which are usually presented to us on canvas or panels. In this sense, acrylics have also their own expected look, however with the use of **The New Atelier Mediums**, these traditional categories no longer constrain the look of **Atelier Interactive** and **A2**.

Thin Medium dilutes the paint and makes it resemble ink, gouache or even water colour without losing its pigment strength.

Middle Medium rejuvenates the paint and makes it easily spreadable for an even application on paper or canvas.

Thick Painting Medium maintains the heavy bodied viscosity of the paint while extending its spread-ability and working time leaving an **oil-like** look on your canvas.

Heavy Gel [Satin] increases the viscosity of heavy bodied paint allowing you to texture it as if you were working with **oil paint** but avoids the mess.

With the use of **New Atelier Mediums**, you can produce virtually any painterly look that you may want to explore. You can avoid



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

ASK JIM

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.

the mess and smells that oil paints usually have, and unlike gouache and water colours, acrylics do not reactivate with water after they have dried, making layering work much easier. Nonetheless, if you want to reactivate your **Atelier Interactive** you can always spray it with **Unlocking Formula** for an extended and controlled working experience.

In my personal experience, I have enjoyed working with all the **New Viscosity Ladder Mediums** because they give me so much control over my painting sessions, I can easily modify the consistency of my acrylic paint to fit in my creative desires while still having a pleasant experience.

Did you know?

Atelier Interactive is the only acrylic paint in the world that can be reactivated when touch dry. If you want to know more about **Atelier Interactive** or any of the **New Atelier Mediums**, please visit.

If you want to know more about **Atelier Interactive** or any of the **Viscosity Ladder Mediums** Please Visit.

ATELIERINTERACTIVE.COM