



C H R O M A

It's all about the paint.

Chroma, Inc. and Jo Sonja are working together to keep you up to speed on the latest happenings!



Jo Sonja Jansen M.D.

Greetings from the "old paint dobber." Oh, yes, my brush is still having fun! I've been doing some new and different twists on old favorites. You must ask yourself, am I still doing the same styles as 5-7 years ago? If you are, then it is time to change. In our fast, fast world of today, new and different is always the most welcome.

One of the first things I think about is color, color groupings, accent colors, etc. Look at the top of the line magazines, visit upscale furniture and decorating stores, go on line to businesses like fabric stores (where you can purchase small samples of fabric groupings) to inspire. We have recently done all of this, and are looking at our background colors with "fresh eyes."

I always envision new designs in home settings. Pictures of current interior decorating ideas are marvelous to use for this, and design the idea to complement the pictured décor.

New styles of brushes lead to new looks and fun techniques. Watch for the 2 new "blenders." I honestly don't know how I painted without them. They are very important for the more "painterly" look that we are currently enjoying; "meaty" textured strokes with soft edges.

On a more personal note, I received a wonderful quilted wall hanging from some Australian friends. I love it, the memories it has recalled and the creativity it expresses. Thank you for the wonderful gift which starts my day with a smile!

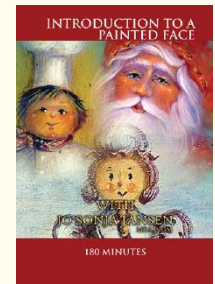
BRING IN THE NEW...

I am very excited to offer tips and techniques videos on our website. These videos were created to inspire you, teach you new tricks and techniques, to improve your own skills, enhance your creativity and maybe answer a few questions. The beginning of this series covers Varnishes, Clear Glaze Medium, and All Purpose Sealer. Visit this link to view the videos:

http://www.josonja.net/index.php?option=com_content&task=blogsection&id=16&Itemid=164

If you have any suggestions of techniques that you would like to see covered in the future, please send your suggestions to us. We would love to hear your thoughts and feedback.

“Introduction to the Painted Face,” a 2 Pack DVD set has just been released. It covers several different styles of painted faces from simple stroke to more complex blended faces. I particularly like this DVD set because it gave me the opportunity to be more generalized in offering information and I could expand on presented theory. Please visit our website to view a sample clip and see what is included in this new set.



COMING SOON!

Many, many requests have been submitted to me to shoot a film regarding drawing and designing your own pieces. I am excited to say that we are currently in production, and am looking forward to releasing this DVD set in the near future.

Please stop and visit our booth at the Society of Decorative Painters in Peoria, IL from June 16 – 20. Our booth number is 221. We will also be at the Heart of Ohio Tole in Columbus, OH from August 10 – 15. Our booth number is also 221. Looking forward to seeing you all!

OLD FAVORITES...

Interested in making your paints sparkle? The Iridescent and Metallic paints are beautiful to use straight out of the tube or mixed with other colors. We've been introducing new ideas into this year's seminar program and will be bringing out more new ideas for your brush in the near future. Please click on the following link for more information.

http://josonja.net/index.php?option=com_content&task=view&id=97&Itemid=9



A THOUGHT...

Renew, reuse and recycle are popular today and for good reason. Before heading out to the store to buy a new surface, you may want to check around your garage, shed, attic or basement. Chances are you have plenty of hidden treasures in need of a little sprucing up. You can incorporate these “finds” into existing art or create a whole new piece. Please share your creations with us so we can share them with everyone! Please email your images and description of your hidden treasures to Celia Weber at cweber@chromaonline.com.

Please contact your supplier to find out about great deals on the highlighted Jo Sonja's products in this newsletter: Varnishes, Clear Glaze Medium, All Purpose Sealer, Iridescent Specialty Color Sets and Metallic Specialty Color Sets.