

Atelier[®] Interactive[™] ARTISTS' ACRYLIC



Atelier Interactive Artists' Acrylic

Is the new name for Atelier. The paint has been improved and refined to make it more responsive because it dries without a plastic skin, unlike conventional acrylics. This means that artists have a 'window of opportunity' where they are able to rehydrate the paint film for a limited time depending on humidity and temperature. Interactive dries at the

same rate as Atelier but cures differently. Interactive is thick and buttery allowing you to apply thick impasto techniques or it can be diluted with medium to create vibrant washes and glazes. Interactive is so unique it has a patent pending.

Comes in 75 colours and is available in 80ml tubes, 250ml jars and selected colours in 1 Litre containers.






Series 1 Colours

Colour Name	Product Code		
	80ml	250ml	1 Litre
Series 1			
Blue Black (Indigo)	AI10030	AI10060	
Brown Black	AI10120	AI10150	
Burnt Sienna	AI10300	AI10330	AI10360
Burnt Umber	AI10450	AI10480	
Carbon Black	AI10600	AI10630	AI10660
Crimson	AI10720	AI10750	AI10780
Green Black	AI10960	AI10990	
Light Red Ochre	AI11350	AI11380	
Mars Black	AI11500	AI11530	AI11560
Mars Violet	AI11680	AI11710	
Naples Yellow	AI11830	AI11860	
Olive Green	AI11950	AI11980	
Prussian Blue Hue	AI12040	AI12070	
Pthalo Blue	AI12400	AI12430	AI12470
Pthalo Green	AI12580	AI12610	AI12640



Colour Name	Product Code		
	80ml	250ml	1 Litre
Series 1 (Continued)			
Purple	AI12700	AI12730	
Raw Sienna Dark	AI12800	AI12830	
Raw Umber	AI12880	AI12910	
Red Black	AI13050	AI13080	
Terre Verte	AI13140	AI13170	
Titanium White	AI13260	AI13290	AI13320
Toning Grey Mid	AI13380	AI13410	
Toning Grey Pinkish	AI13470	AI13500	
Toning Grey Yellowish	AI13560	AI13590	
Yellow Ochre	AI13630	AI13660	AI13690

Series 2 & 3 Colours

Colour Name	Product Code		
	80ml	250ml	1 Litre
Series 2			
 Brilliant Violet	AI14090	AI14120	
 Cerulean Blue Hue	AI14210	AI14240	
 Chromium Green Oxide	AI14300	AI14330	
 Cobalt Blue Hue	AI14420	AI14450	AI14480
 Cobalt Turquoise Lt. Hue	AI14600	AI14630	
 Forest Green	AI14750	AI14780	
 French Ultramarine Blue	AI14900	AI14930	AI14960
 Indian Red Oxide	AI15110	AI15140	
 Indian Yellow	AI15230	AI15260	
 Jaune Brillant	AI15380	AI15410	
 Naples Yellow Reddish	AI15560	AI15590	
 Orange	AI15710	AI15740	
 Pacific Blue	AI15860	AI15890	
 Paynes Grey	AI16010	AI16040	
 Permanent Green Lt.	AI16160	AI16190	
 Permanent Sap Green	AI16310	AI16340	
 Pthalo Blue (Red Shade)	AI16460	AI16490	
 Pthalo Turquoise	AI16610	AI16640	
 Tinting White (Pearl Titanium)	AI16790	AI16820	
 Trans. Perinone Orange	AI16940	AI16970	
 Transparent Red Oxide	AI17090	AI17120	AI17150
 Transparent Yellow	AI17270	AI17300	
 Vermilion	AI17420	AI17450	
Series 3			
 Arylamide Yellow Deep	AI18120	AI18150	AI18180
 Arylamide Yellow Light	AI18300	AI18330	AI18360
 Brilliant Magenta	AI18510	AI18540	
 Cobalt Green Hue	AI18660	AI18690	
 Dioxazine Purple	AI18810	AI18840	
 Naphthol Crimson	AI19030	AI19060	
 Naphthol Red Light	AI19180	AI19210	AI19240
 Perm. Brown Madder	AI19420	AI19450	
 Pyrrole Red	AI19570	AI19600	
 Quinacridone Magenta	AI19780	AI19810	
 Quinacridone Red Violet	AI19930	AI19960	
 Red Gold	AI20090	AI20120	

Series 4, 5 & 6 Colours

Colour Name	Product Code		
	80ml	250ml	1 Litre
Series 4			
 Cad. Red Medium	AI21640	AI21670	
 Cad. Orange	AI21330	AI21360	
 Cad. Red Light (Scarlet)	AI21480	AI21520	
 Cad. Yellow Light	AI21940	AI21970	
 Cad. Yellow Deep	AI21790	AI21820	
 Cad. Yellow Medium	AI22090	AI22120	
 Copper	AI22240	AI22270	
 Pale Gold	AI22800	AI22830	
 Permanent Alizarine	AI22950	AI22980	
 Rich Gold	AI23100	AI23130	
 Silver	AI23370	AI23400	
Series 5			
 Cobalt Green	AI24330	AI24360	
 Cobalt Turquoise Light	AI24480	AI24510	
Series 6			
 Cerulean Blue	AI26360	AI26390	
 Cobalt Blue	AI26660	AI26690	



Sets



7-tube Boxed Set

Contents

- 1 x 80ml: Burnt Umber
- Titanium White
- Pthalo Green
- Arylamide Yellow Light
- Cobalt Blue Hue
- Napthol Red Light
- Crimson

12-tube Boxed Set

Contents

- 1 x 20ml: Crimson
- Trans. Perin. Orange
- Aryl. Yellow Light
- Aryl. Yellow Deep
- Yellow Ochre
- Burnt Sienna
- French Ultra. Blue
- Dioxazine Purple
- Pthalo Green
- Perm. Green Light
- Carbon Black
- Titanium White

Atelier Interactive Multimedia Cd



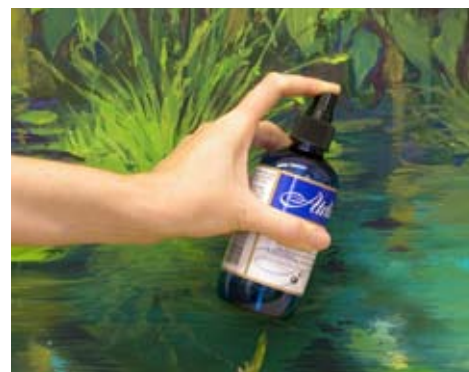
Product	Code
Atelier Interactive 7 Tube Set	AI80300
NEW Atelier Interactive 12 Tube Set	AI80250

Ancillary Products

Fine Mist Water Sprayer

A specifically designed sprayer which produces a controlled fine mist intended to keep Atelier Interactive and Absolute Matte workable for as long as desired. Ideal for wet-in-wet techniques.

Product Size	Code
250ml Bottle	AT96100



Incredible Brush Cleaner

Ideal for revitalising old hard paintbrushes. This product is made from a special formulation which is designed to break through hardened acrylic, oil or lacquer on natural and synthetic paintbrushes, bringing them back to life.

Product Size	Code
250ml Bottle	CR95600



Waterproof Drawing Ink

May be used directly from the container or diluted with water. Produces an intense black through to mid-tone grey and pale grey washes. Ideal for brush or pen work.

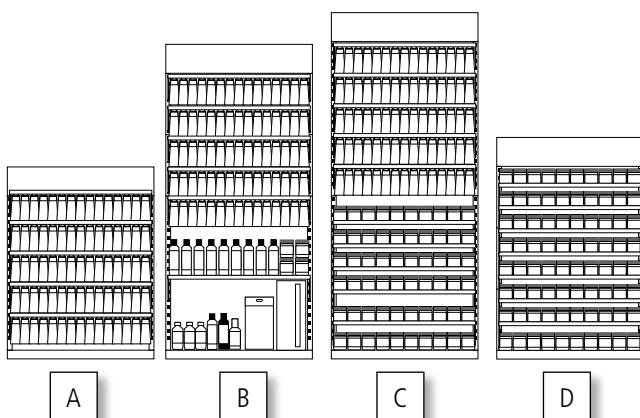
Product Size	Code
250ml Bottle	AT72900

Display Racks

Atelier Interactive Modular Display Rack



An attractive new modular racking system, which allows you the opportunity to choose an assortment of Atelier Interactive products to present in your store while also considering which configuration best suits your retail needs. See the Chroma Rack Configuration Guide for detailed information about rack sizes and stock quantities.



Product	Code
Interactive Rack Configuration A	AI80400
Interactive Rack Configuration B	AI80420
Interactive Rack Configuration C	AI80440
Interactive Rack Configuration D	AI80460

Promotional Material



Product	Code
NEW Atelier Interactive Flyer Old and New	AI95110
NEW Atelier Interactive 12 Tube Set A3 Poster	AI95030
Artists' Pocket Guidebook	L110300
Guide To Atelier Grounds, Mediums & Varnishes	L111500
Atelier Interactive Colour Chart	AI95090
Atelier Interactive Users Guide	AI95060
Atelier Interactive Multimedia CD	AI95160
Atelier Interactive Q & A Flyer	AI95120

Atelier Mediums

MAKING ACRYLICS VERSATILE

The choice of the correct medium for the particular style and technique of an artist can be critically important to their creative development.




There are very simple ways of gaining control over the painting process, which do not involve learning new techniques: there are procedures for sealing against moisture loss, maintaining moist humid conditions while working and using final varnishes to protect the completed art work.

We would like to simplify acrylic painting with the three processes outlined below:

1. Ground Preparations
2. Mediums & Additives
3. Varnishes

USING MEDIUMS WITH ATELIER INTERACTIVE

All Atelier Mediums can be used with Atelier Interactive. The ones that have the symbols listed below are especially beneficial for use with Atelier Interactive.

-  Recommended for traditional fast drying techniques. Speeds drying time and toughens paint layers.
-  Specially designed for slow drying wet-in-wet techniques. Only effective with Atelier Interactive and Absolute Matte.
-  Recommended for use with Atelier Interactive.

Ground Preparations

Grounds are products used to prepare a surface for acrylic painting. Effective grounds should have good adhesion to the painting surface, particularly for canvas boards. They should be flexible, have suitable "tooth" for overpainting and create a good sealing barrier between the painting surface and subsequent layers of paint.



Gesso Primer

A flexible acrylic ground with a high grit content. Designed to provide a stable white surface on which to paint. Atelier Gesso may be used directly from the container for all over thick textural effects.



Liquid Gesso Primer

A thinner consistency than Gesso Primer, which spreads more easily for a smoother painting surface.



Binder Medium

A waterbased acrylic emulsion, which can be used straight from the bottle or thinned with water 1 :1 to seal most surfaces. Atelier Binder Medium can be used as a sizing on canvas or cotton duck to seal the surface and prevent absorption of paint into the fabric.



Product	250ml	500ml	1 Litre	4 Litre	25 Litre
Binder Medium	AT70120	-	AT70150	-	AT70180
Gesso Primer	AT70390	AT70420	AT70450	AT70480	AT70510
Liquid Gesso Primer	AT70900	AT70930	AT70960	AT70990	AT71020

Mediums & Additives

Mediums: Painting Mediums are used with acrylic paint to manipulate the consistency and properties of paint for an infinite variety of applications and techniques.



Atelier Fast Medium/Fixer

returns Interactive to a more conventional acrylic. Add to Atelier Interactive for fast multiple thin layering or glazing techniques. Can be used to seal a finished painting before applying varnish.

Note: Before using to seal a paint layer ensure that it is fully cured. In humid conditions Atelier Interactive may remain moist for longer than expected.

Product Size	Code
250ml Bottle	AT70280



Atelier Slow Medium

Slows down the drying time when added to Interactive Acrylic paint. Small amounts will produce a smooth, mid-viscosity paint, useful for glazing and other techniques requiring a longer working time.

Product Size	Code
250ml Bottle	AT72700



Atelier Thick Slow Medium

Slows the drying process of Atelier Interactive Artists' Acrylic. Its creamy consistency can be used to spread and dilute paint without becoming runny.

Product Size	Code
250ml Bottle	AT72720



Clear Painting Medium Mid-Viscosity

Used with the paint to dilute the viscosity and blend colours. This medium allows paint to spread over a surface for more blendable gradations of colour and fast glazing techniques. Especially useful for working wet-in-dry techniques.

Product Size	Code
250ml Bottle	AT70240



Impasto Gel

A thick, fast drying, waterbased, acrylic gel designed to exaggerate structure and sharpen textural edges of the paint in acrylic painting. Also increases the gloss level of the paint and can be used as an adhesive to bond other materials to the painting. Toughens and speeds up dry time of Atelier Interactive.

Product Size	Code
250ml Jar	AT70720
500ml Jar	AT70750
4 Litre Jar	AT70780



Modelling Compound

A very thick, textural paste used for exaggerated structure. Has the same flexibility as Atelier paints and is used to create strong textural interest at any stage in a painting's process. Dries white. Can be mixed with paint to produce a coloured ground or painted over once dry.

Product Size	Code
250ml Jar	AT71900
500ml Jar	AT71930
4 Litre Jar	AT71960

Additives: Paint Additives like mediums, change the properties of paint, however they are different to mediums in that they do not contain a binding agent. This means that only a certain amount of additive can be mixed with acrylic paint before it becomes unstable.



Retarder

For use only with traditional acrylics. To slow the drying time of Atelier Interactive use Slow Medium (thick or original formula). Slows down the drying process when added to artists' acrylics and mediums. Atelier Retarder is particularly useful when painting wet-over-wet or wet-over-dry techniques.

Product Size	Code
250ml Bottle	AT72120



Unlocking Formula



Allows artists to re-open a paint layer even after it is touch-dry. Once the paint is re-opened, new paint can be blended back in, existing paint edges can be feathered or whole sections can be removed with a rag.

Product Size	Code
250ml Bottle	AT72780

Medium & Varnishes

Matte, Satin & Gloss Medium & Varnish

Creamy mid-viscosity products made from hard acrylic emulsion.

When used as medium

Mix in to change the sheen levels of Interactive and other acrylic paints or to dilute for glazing. The Atelier Interactive paint will then be non-removable.

When used as a Varnish

Can be used as an over-varnish for A2 and other traditional acrylic paints. To use as a varnish over an Interactive painting seal with 2 coats of Fast Medium/Fixer before varnishing. They are non-removable, however they can be over painted.

Note: Before using Fast Medium/Fixer to seal a painting ensure that the paint is fully cured. In humid conditions Atelier Interactive may remain moist for longer than expected.



Product Size	Code
Matte Medium & Varnish 250ml	AT71600
Satin Medium & Varnish 250ml	AT72600
Gloss Medium & Varnish 250ml	AT70600

We recommend using Chroma Solvent Finishing Varnishes with Atelier Interactive paintings.

Varnishes

Final varnishes are used for protection of the completed painting and to adjust the surface quality of the paint. If your painting is too shiny or matte, you can correct the surface by choosing the appropriate varnish.

Chroma Solvent Varnishes

Are solvent based, non-yellowing strippable varnishes which means paintings can be cleaned more easily at a later date by swabbing with mineral turps. Chroma Solvent Varnishes are available in Satin, Gloss and Invisible. Invisible Varnish provides a protective coating and does not alter the surface quality of a painting.



Product Size	Code
Invisible 250ml	CR70990
Satin 250ml	CR72490
Gloss 250ml	CR72290