

Art Supply House

TIP
OF
THE
MONTH

December

Red!

The attention-grabbing, vibrant color of passion and emotion. A hue found on artist's palettes even in prehistoric times, when they were made from organic matter such as red earth, blood, madder root and the bodies of dried insects, but these materials fade over time. Today red pigments such as Alizarin Permanent are synthesized with modern manufacturing for permanency, resulting in superb lightfastness. Cadmium reds are also highly permanent, and therefore have replaced fugitive vermilion on the palettes of many artists. As cadmium colors are opaque, artists who wish for a transparent red may reach for a quinacridone or perylene red, excellent for glazing techniques.

Like most artist's colors, red comes in a wide variety of hues, ranging from nearly orange to almost purple. You will want to experiment to find the one that's right for your project, so be adventurous and have fun exploring.



And don't forget to check out our

20% off SALE

NOW till December 24th.



24A Town Plaza, Durango • 970.375.0090