

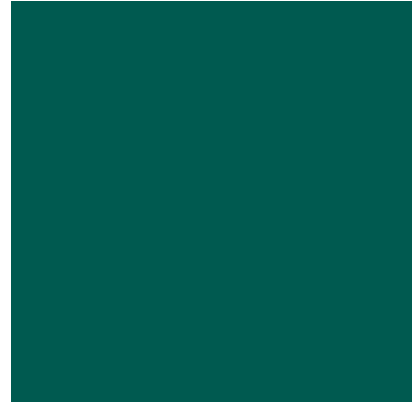


# VERIDIAN GREEN



Exploration of color, history, & science

Viridian is a pigment, a color, a dye, a chemical, a mineral, and a crystal. Also known as “green earth,” it can be found in deposits worldwide, including in England and Italy. Viridian is made from chlorite, a hydrated silicate of  $\text{Fe}[\text{OH}]_2$  for those that like to dig deep into the science of color. The name comes from the Latin Viridis (green). Today, artists use it to achieve deep shades of green, which is not easily accomplished with other pigments. It is also used to manufacture paint and ink and as an optical brightening agent for wool cloths.



- Viridian Green is a cool green that leans towards the blue side of the color wheel.
- It's a lightfast pigment. That means when you use it in paint form and put it on paper or canvas, you don't have to worry about the color lightening over time as many other colors do. This makes it great for your paintings if they're displayed in direct light.
- Viridian is also a TRANSPARENT pigment; it doesn't obscure what lies beneath it, which makes it great for layering in paintings.
- As a HUE (the primary color name), viridian has high CHROMA (pigment intensity). That means you can mix this color with other colors without worrying too much about them dulling down the resulting green.
- Viridian is CLEAN green; there are no yellow or red undertones to muddy things up when mixing with other colors (although there are some blue undertones).
- In addition, viridian is DULL green; its dirty undertone prevents it from being overly bright and harsh-looking (like lemon yellow or scarlet red). This gives your paintings more depth and helps you create beautiful vistas of distant mountains and lush rolling hillsides due to their natural vibrancy and a hint of haze.