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### **Art Reproduction**

Successful Art Reproduction starts with a high quality image. With this in mind I offer photographic image capture using high resolution full frame 35mm DSLR technology. Combined with superb quality prime lenses and a multi-capture approach the results ensure that you receive outstanding image files that are ready to be taken on to the archival printing process and image reproduction at or beyond the original artwork size.

### **How long will it take?**

In most cases I try to arrange for you to deliver the work at a time that will result in the shortest turn-around time possible. So depending on the number of works to be copied, the photography and file preparation can be completed in a just a couple of days. If it's urgent please give me a call to discuss. If it can be done I'll do my very best to make it happen.

### **Colour Accuracy?**

Digital photography is one of the most colour accurate techniques for art reproduction. However there are a great many variables in this process and it's definitely NOT a case of 'click the camera and send to the printer'. My fees include image capture and colour calibrations to match the colours and density of your art work on my calibrated system.

### **Reproduction Print Quality?**

For most artists this is the major concern that they have. Please be assured that the Artist feedback I've received has been overwhelmingly positive to the point where with some media types it has been almost impossible to see the difference between the original and the reproduction. I'm picky and even I'm always amazed at the incredible results achieved and when Artists say that "it looks better than the original" I guess it doesn't get any better.

### **File and Image Sizes?**

Quality prints require large files particularly when artworks reach A3 and above and you plan to print at A3 or bigger. To produce a 900x600mm image and retain absolute sharpness and detail a 75MP image is required. If you considering that most cameras today capture images at less than 25MP, you quickly realize the image size gap. It's not uncommon for me to be producing 300MP+ files for artists that allow them to take their larger art works and produce them beyond the original art work size and beyond 2 metres wide.

### **Justifying the cost?**

Justifying the expense of getting your work photographed and printed for the first time can be daunting and seem expensive, particularly if you're on Artist wages. Please be assured that my photography prices are the most reasonable that I can find anywhere, mainly because my overheads are low.

However, if you consider that after just one sale, you can recover all of the costs associated with the photography, the production of the first print (of any size) and also make a profit, the overall cost quickly becomes insignificant.

### **Prices?**

All of the pricing is for a complete service. There are no hidden extras or unknowns. The price is quoted on the job and not on the time taken, so you can be assured that there won't be any unwanted 'Bill Shock'.

## Printing?

I can provide the most outstanding quality Giclee prints in sizes up to A1 using the very best 24" wide printer technology. Every print is made in house, so you can be assured of absolute quality control and attention to colour detail.

The combination of light fast pigment inks and the very best acid free papers will ensure that you can reproduce artwork with the confidence that it will last for many decades to come. Many of the paper and ink combinations I have selected have been ages tested to last more than 200 years

## Sectional Test Strips

This is an inexpensive way to keep a colour accurate section of you original work. \$8.00 each. Ask for details when you call or email.

## My Recommended Papers for Art Reproduction

### Iford Gallery –Cotton Artist Textured and Smooth Cotton Rag

These are two really impressive papers with the heavy weight 310gsm look and feel. The Cotton Artists Textured has a very similar surface finish to the popular but much more expensive Canson Aquarelle. A slightly more contrasty finish than some other papers that makes colours pop. Pastel, charcoal and pencil works look amazing on the cotton smooth.

### Iford Gallery – Smooth Pearl

This has been the go to paper for photographs for years and the smooth pearl option is a favourite because it not only produces prints that have the true look and feel of silver based photographs, it also eliminates glare and finger prints. This is a proven, timeless paper used by professionals worldwide.

[HP Ink permanence test with Iford papers >200 years](#)

### Hahnemuhle - Photo Rag 308gsm – Premium Museum Grade paper

It's everything you want in a Fine Art matte paper. Its surface is relatively smooth, not 100% smooth like a hot pressed paper but smooth enough that it's very, very slight texture does not interfere with image detail. This is a beautiful paper for pastels, chalks, pen, pencil, fine art photography etc.

Hahnemuhle Photo Rag is a paper of superb quality that is capable of producing results that will outlast us all, when combined with the latest pigment inksets.

### Canson Infinity Aquarelle 310gsm

This genuine 100% rag, watercolour paper possesses the unique structure, surface texture and warm white tone that demanding artists expect from a traditional Fine Art paper. A fabulous paper with the traditional watercolour paper textured look and feel. This paper complies with the highest archival standards and is extremely age resistant.

[HP Ink permanence test with Baryte and Hahnemuhle papers](#)

## What to do next?

I hope that the information above has been helpful so far and has assisted you to answer some of the questions about getting your artwork photographed. When you're ready I'd really enjoy the opportunity talk and discuss your photographic needs but if email is easier that's fine as well.

I hope to hear from you soon.

## Want to learn a bit more?

You may like to read my article titled ['Photographing Your Artwork – It Just Makes Sense'](#)

*Why making reproduction prints makes sense – [An interview with Australian Artist Jenny Greentree](#)*