

## Digital Fine Art Paper Workshop



Senior Vice President

Tuesday, October 14<sup>th</sup>

**Seminar/Workshop I: 10:30am- 12:00pm**

Bring your favorite image and participate in a special printing session with both Eric and Bob from **1:00pm-4:00pm**. Between these times Eric and Bob will be available for open creative discussion.

**Seminar/Workshop II: 7:00pm-10:00pm**



About ten years ago, the art world witnessed—“the lost years of photography”—as the ratio of digitally stored images began to overshadow the number of prints people made. As technology evolved more people began sharing images through their digital devices. However, it is clear the demand for fine art prints is back!

While the internet has made it easier for artists to share their digital portfolio to a broad audience, it is important to keep in mind that each computer monitor displays the color within an image differently. Artists and art lovers alike can agree, the experience of looking at a digital image verses standing in front of a piece of fine art is significantly different. “Printing is the only way to totally control your work and what your work communicates to your audience.” As photographers have sought to maintain a high quality artistic image, the value of the print has been clearly emphasized, recognizing how “the creative process is not complete until an image is printed.”

With this in mind, we have been discussing putting this workshop together with Eric Joseph over the last year, and we are excited to announce it has finally come together. Eric is the Senior Vice President of Freestyle Photographic Supplies and he is flying here from Los Angeles specifically for this event. The Photographic Industry has recognized Eric as a leading field expert for his professional knowledge of digital printing, digital color control and developing over 140 fine art digital printing papers. For this workshop, Eric is bringing over 140 sample images printed on his vast collection of papers. We would like to invite you to spend time with Eric and gain a deeper understanding of the aesthetic differences every ink jet paper has to offer. Eric will also explain the importance of monitor calibration and why it is important to use quality ICC Profiles. Additionally, we would like to invite you to bring in one of your images and print it on a paper of your choice. However, please note we will only have a select number of papers types available for printing during the workshop itself.