

Why
Fine Art Printmaking
is not just a bunch of
Pretty Pictures

Sure, nowadays anyone can just go down to Office Depot and get a nice photo printer for a couple hundred dollars. And with modern digital cameras it's easy to make very nice pictures. So what is it that makes *TraskPhoto.Com's* Fine Art Photo Prints different?

For starters, we work mostly with large format and very-large format output. At these sizes any flaw in an image becomes immediately obvious. So all of our selected images receive extra attention with Photoshop before printing. This does not mean that we necessarily make any changes – some of them just can't be improved. But we make sure of that.

Printmaking is done with archival inks and papers to ensure print longevity. All of our commercial Fine Art prints (except the postcards) are printed on a Canon ImagePROGRAF ipf5000 printer with pigmented 12-color Lucia inks. The Limited Edition Andrea Doria prints are created with a wide-format Epson printer that uses pigmented Phatte Black inks to enhance its traditional Black & White appearance. Our papers are of highest quality acid-free and lignin free composition to ensure that the prints do not degrade over time. We use Hahnemuhle William Turner, a very traditional 100% cotton paper for the Andrea Doria prints. Other images are printed on Strathmore Watercolor Paper, Moab Anasazi Canvas and other selected art-quality media.

Canvas printing creates a number of challenges, but the resulting painterly image is worth the effort. After stretching the print on traditional wooden bars we coat every one of them with 2-3 coats of Golden MSA Archival Varnish. This varnish not only seals and protects the image, but also contains UV inhibitors to protect the ink pigments from sunlight fading over time. This means that you don't have to frame them under glass – just put up a hook and you're all set. If the print ever gets dirty or fingerprinted it can be cleaned with a damp cloth.

When Fine Art papers are used for printmaking they must be displayed under glass or acrylic (we use clear Lexan in our framing) to protect from sunlight-fading and dirt. *TraskPhoto.Com* guarantees all of our Fine Art prints against fading if displayed properly.

So there you have it. This is not just a collection of Pretty Pictures – it is a collection of carefully prepared, archival-quality Pretty Pictures.

We thought you might like to know.

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