

## FINE ART “GICLÉE” PRINTS

All of the digital prints we produce are state-of-the-art “Giclée” prints. Over the past few years the Giclée print has become a recognized and collectible category within the international fine art community. Giclée (pronounced zhee-clay’) is a French term roughly translated to mean “a spray of ink.” Technically, any computer-driven inkjet print would qualify under this definition, but among fine art dealers and collectors Giclée has come to refer only to those inkjet prints which possess three additional attributes:

**The print must be executed on a true art material.** The list of available printing media is growing rapidly, but nearly all of the prints in this gallery are executed on acid-free watercolor rag papers, artist canvas, Photo Glossy paper, or Photo Luster paper. Additional options include indoor or outdoor banner materials, adhesive backed papers and vinyls, backlit films, or various fabrics including some silks. One of our favorite materials is the watercolor rag. Even though the original image is a photograph, printing onto Fine Art paper produces a velvety texture with subtle blends, tints, and nuances impossible to achieve in conventional photographic prints or digital prints on photo papers.

**The print must be created using high-gamut moisture resistant archival inks.** Recent developments in archival inks and acid-free papers have combined to enable Giclée prints to last many times longer than conventional photographs. While most photographic prints begin to fade within three to ten years, accelerated aging tests of our particular ink and paper combinations (based upon the “standard” indoor lighting condition of 450 lux for 12 hours per day) have indicated an expected life of well over one hundred years before noticeable fading will occur. This display-life prediction applies only to this specific ink and paper combination; test results of less expensive have indicated display-life stabilities as short as three months. The special coatings applied by some digital printing companies have shown little, if any, benefit in prolonging print life, while some can actually be harmful to image stability.

**The individual ink drops must be so small and so densely placed as to give the impression, from a normal viewing distance, of a continuous-tone print.** A 24 by 24 inch print produced on our state-of-the-art printer, for example, consists of approximately 1.2 billion individual ink droplets.