



## About The Print Process

### What is Giclée?

Giclée is a French word derived from gicleur which means nozzle or jet, and in fine art printing it refers to the process of making art prints from an inkjet printer. However it is much more than hooking up an inkjet printer and pressing Print. All the prints on display here have been produced using Pigmented Inks which offer a longevity of up to 150 years, using the Epson UltraChrome K3 Inkset. The entire process is colour managed to ensure reproducibility, which includes producing custom profiles for the screen and printer, and printing via a Raster Image Processor or RIP which provides smooth tonal transitions and prevents metamerism.

### What's the difference between Giclée and Archival Inkjet?

Very little. Both prints are produced using exactly the same process as described above. The difference is in the substrate used for creating the prints. Purists will claim that a true Giclée print should be printed on a watercolour type paper, and anything else can't be considered to be a Giclée print. I have chosen to adopt this point of view (although there are many people out there claiming other types of print are Giclée) and have decided to call all other prints Archival Inkjet Prints. For the Giclée prints I use a Photorag paper, and for all other prints I use Photorag Pearl Papers. These artist papers are made of 100% cotton or pure alpha cellulose and are provided with a Premium-Inkjet coating.

### Is Photography Art?

Photography is about using light to capture emotions and feelings; it's about using shape and form to create images; it's about composition. However, to my mind, creating the image is only part of the process - producing the print is another. As someone who grew up with film and learnt my trade in darkrooms, choosing the correct paper types, filtering for contrast and dodging and burning prints and creating masks, I would argue that this is categorically a creative process requiring the judgement of an artist. Although I have now swapped the darkroom for a computer (and helped my lungs in the process!) the techniques and processes I use are still the same - although making masks is mostly easier. Ask me to show you Larry Bartlett's book on Black and White printing to show you what I mean.

### The Frames

All the frames here are custom made and the prints are mounted using acid free materials to ensure archival quality.