Digital Atelier Artists Expand Boundaries of Book with a Collector's Boxed Set

Digital Atelier *Collector's Boxed Set; engraved aluminum box & bound book*

The artists of Digital Atelier–Dorothy Simpson Krause, Bonny Lhotka and Karin Schminke–known for pushing boundaries in the world of fine art printing, have taken the concept of showcasing their work to a new level. In addition to a standard version of a hardcover coffee table book of their fine art, they have used a variety of cutting edge digital printing technologies to create a special collector's boxed set that accommodates a piece of original art by each artist.

From their studios near Boston, Denver and Seattle, the artists each selected work to feature in the book and gathered the necessary photos. To accurately proof colors from their three remote locations, each

artist printed their photos on HP Instant-dry Gloss Photo Paper on the HP Designjet Z3200 Photo Printer in their studios. Color corrections were made by each artist before sending the digital files out for printing. This created a consistent set of proof prints


Each artist corrected colors in their studio

so that any corrections needed could be applied on the press globally.

Both the book and the original art in the boxed set were produced as a signed and numbered limited edition of 100. The 11 x 14 inch book and three pieces of art fit together into an archival black anodized aluminum box. Universal Laser Systems in Scottsdale, Arizona laser engraved the black aluminum box to match the design of the foil stamped fabric hardcover of the book.

Proofing images on HP Designjet Z3200
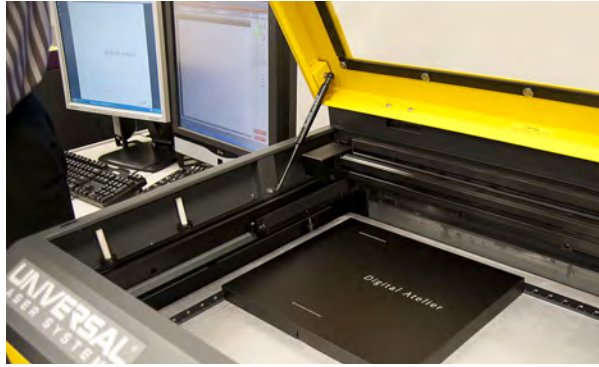
Engraving boxes at Universal Laser System

Tim Mullen of Pina Zangaro, makers of the aluminum box, says "We offer a family of archival, scratch resistant boxes that can be used to store, transport and present this new generation of on-demand books. An elegant storage solution can open opportunities to add additional elements and increase the value of the product as perfectly demonstrated by this book."

HP Indigo press 5500 printing books

The 74-page book, printed on the HP Indigo press 5500, uses three different papers including Via Satin i-Tone Bright White 100# Text by Mohawk for images and essays and two papers by The Papermill; Aspire Petallics Silver Ore 98# cover as endpapers and Glama Natural® Digital Clear 40# bond for overlays.

Acme Bookbinding bound the printed text using the Ultrabind process to create a strong but flexible book. The 11-1/4 x 14" case binding is covered with Sierra book cloth, a natural finish rayon fabric with the title foil stamped on the front cover and spine. The 3 pieces of art were placed in their respective portfolio wrap and all components were assembled with the bound book in the engraved box.

Foil stamping cover at Acme Bookbinding

With it's 100,000 square-foot facility, world class systems and machinery, Acme is a full service bindery. Paul Parisi, Acme's President, says "Since 1821 we've been meeting challenges including, most recently, on-demand digital printing and hand binding in our Harcourt Bindery. Being able to case bind and add foil stamped covers to a print-on-demand book is an example of the collaboration involved in producing unique work."

To protect the original prints in the collector's boxed set, a portfolio wrap was printed for each print on Mohawk Solutions Smooth Carrara White, 80# cover on the HP Indigo WS6000 Digital Press. The wrap includes a Certificate of Authenticity giving information about the media and tools used to create the print.

The folio-wrapped limited edition original prints, one by each of the artists, include; *Beachflowers* by Krause, *Water* by Lhotka and *Margaret's Meadow* by Schminke.

# Collector's Boxed Set Limited Editions Prints

Dorothy Krause used the HP Scitex FB6100 UV flatbed to print her edition of *Beachflowers* on .024 mil aluminum. She selected this printmaking technology because she could use the Scitex opaque white ink under selected areas while allowing other areas to benefit from the natural reflectivity of the metal. Krause says, " The ability to print on uncoated metals with white ink expands the visual vocabulary available to the artist in ways not possible with traditional inkjet."

Bonny Lhotka created the phantogram *Water* using a HRD (high dynamic range) photograph. The phantogram is a print of a pair of flat images distorted to mimic the perspective of a three-dimensional object in which the illusion of depth and perspective is visible when viewed with (red-cyan) 3D glasses. "I used the HP Designjet Z3200 Photo Printer to print the image on HP Matte Litho-realistic Paper because its great color fidelity and wide tonal range made the phantogram extraordinary."
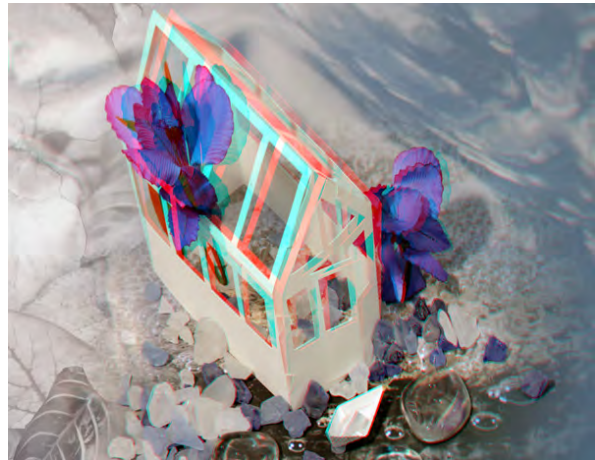
In creating *Margaret's Meadow*, Karin Schminke combined scans of monotypes she had printed using traditional printmaking methods. She used Photoshop to enhance, composite and color the images and printed the background of the image on the HP Designjet Z3200 Photo Printer. She selected dark areas of the image and made a vector file of those areas to laser-cut out of black paper with a Universal Laser System's Professional PLS4.60 laser. Schminke says "The drama of the black laser cut edge pairs beautifully with the strong color achieved on the HP Matte Litho-realistic Paper creating a very expressive print."
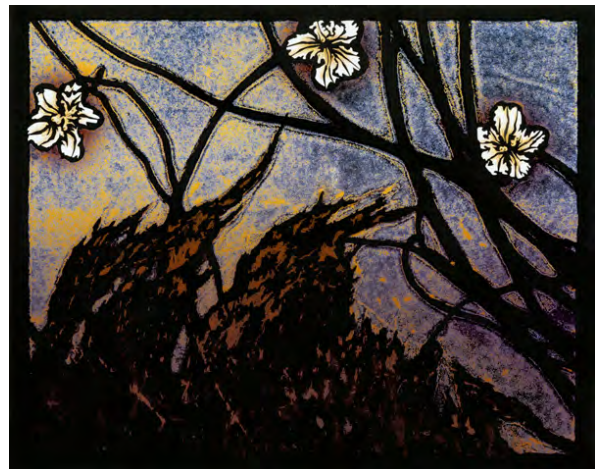
Resources

HP is showcasing this ambitious project at the Print 09 convention in Chicago. Krause, Lhotka and Schminke to be in the HP Booth at the convention to visit with attendees and explain how each of the HP products and the companies who were a part of this project played a role in making the art and the collector's edition of the coffee table book, *Digital Atelier*. For Print 09 they designed a broadside to tell the story of the project. Printed 13″ x 19″ on the HP Indigo press 5500 on Mohawk's Via Satin i-Tone Bright White 80# cover, it folds to a 6.5″ x 6.33″ book which they will be folding, signing and giving away at the HP Booth.

"At HP, we continually strive to provide printing and photographic technologies that help artists envision their work in new ways," said Francis McMahon, Marketing Director in the Graphics Solutions Business at HP. "Digital Atelier reveals the creative ways in which our customers can innovate with digital printing technologies."

A copy of the broadside can be downloaded at www.DigitalAtelier.com

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www.DigitalAtelier.com
www.DotKrause.com
www.Lhotka.com
www.Schminke.com

Printing:
HP Indigo press 5500, HP Indigo WS6000 Digital Press, HP Scitex FB6100 Printer, HP Designjet Z2300 Photo Printer
www.HP.com/go/graphicarts

Papers:
www.MohawkPaper.com
www.ThePapermill.com

Bookbinding:
Acme Bookbindig, www.AcmeBook.com

Aluminum Boxes:
Pina Zangaro, www.PinaZangaro.com

Box Engraving:
Universal Laser Systems, www.ULSinc.com