





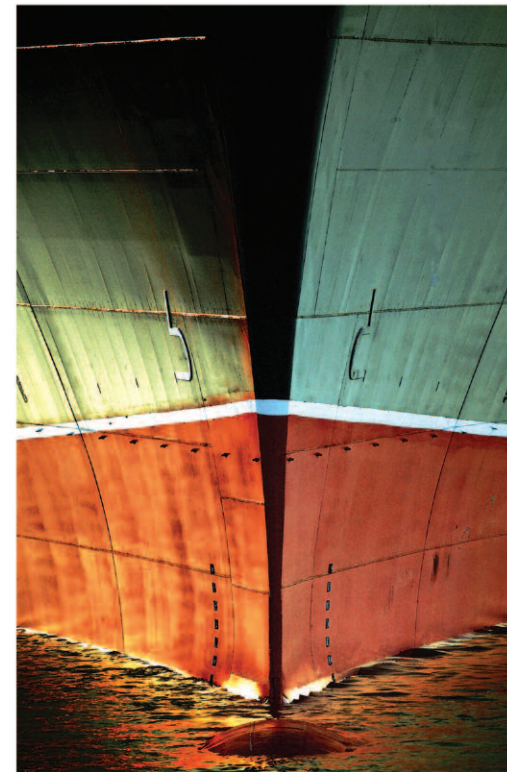
A



B



C



D

Digigraphie<sup>®</sup> by Epson ensures the highest standards for digital art reproduction. With Digigraphie<sup>®</sup> the world of arts can utilise the advances of digital technology, whilst guaranteeing exceptional quality and durability of the works produced.

Digigraphie<sup>®</sup> is the result of many years of research by Epson, achieving the highest technical performance from its printers and Epson UltraChrome<sup>™</sup> pigment inks.

The result? Digigraphie<sup>®</sup> – a technical label that enables the production or reproduction of a work of art in a limited series, that your customers will be proud to own. Every creation can have its own unique digital replica, as each reproduction is numbered, referenced and signed by the artist.

Digigraphie<sup>®</sup> is a label of excellence based on precise criteria and strict rules of use, allowing you to add value to your digital reproductions by achieving and applying the Digigraphie<sup>®</sup> Collection seal of approval.

A new  
horizon  
for Art

# A new label

## Origin

Although the creation of the Digigraphie® label is relatively recent, its existence is much older. Digigraphie® was officially launched on 13th November 2003, at the centenary of the Autumn Exhibition in Paris, France. For several years photographers, sculptors, painters as well as photo labs and lithographic studios have been using the technology of Epson printers to produce high-quality prints. This evolved into a new discipline: the digital art print.

## The search for a name

But what should a digital art print created with an Epson printer be called? The question arose as long ago as 1991 in the USA. Jack Duganne, head printer at Nash Editions, needed a generic term to describe the works of the artist Diane Bartz, produced using inkjet technology. He used the French term “jet d’encre” (inkjet) which he refined to “gicleur” (jet/sprayer) and then “Giclée” (sprayed).



French artists were also faced with the same dilemma as Duganne. They immediately chose to discard the expression “inkjet print”, which they found to be inappropriate for an artistic print. Some artists therefore decided to create their own label. This was the case for Philip Plisson, the maritime artist who created “Pixographie”, or Jean-Noël l’Harmeroult, the fashion photographer, who called his works “Hyperchromes”. These two image professionals used a personal label to describe their limited-edition artistic prints created using Epson professional photo printers. It was apparent that there was a need for an industry standard.

## The arrival of the “Digigraphie®” label

Following extensive research with artists and customers alike Epson France registered the name Digigraphie® with the INPI (Institut National De La Propriété Industrielle / National Industrial Property institute) and the OHMI (The Institute for the registration of European Trade Marks) in 2003, where the trademark then became European. All those who comply with the usage rules may use this label.





# A new technique in producing art



Thanks to the technology used in Epson printers and the quality of its UltraChrome™ inks, Epson has stimulated the art market by offering a new opportunity to artists, galleries and museums.

## A choice of Art papers

Achieving Digigraphie® status is dependant on the materials used. Epson has therefore selected a range of high-quality art papers that are dedicated to Digigraphie®: Ultrasmooth and Textured Fine Art Paper, Canvas, Traditional Photo Paper and also Matte Paper with Diassec® finish. All of these materials have been tested by independent laboratories to guarantee the stability of prints over time. The complete list of art papers can be found at [www.digigraphie.com](http://www.digigraphie.com)

## Digigraphie® – quality assured

Epson has created a review committee that unites photographers, sculptors and painters. Its role: to define the strict criteria and rules of use for the label, ensuring their harmonisations across the different artistic disciplines now and as technologies evolve. The committee is dedicated to advising artists on the adaption of Epson technology to their specific requirements.

### Cover

From left to right: Ouka Leele (Spain), Fernando Guerra (Portugal), CF Wesenburg (Norway)

- |                                     |                                  |                                     |
|-------------------------------------|----------------------------------|-------------------------------------|
| <b>A</b> Walter M Rammler (Germany) | <b>D</b> Philip Plisson (France) | <b>G</b> Tompit (Italy)             |
| <b>B</b> Franco Fontana (Italy)     | <b>E</b> Isabel Muñoz (Spain)    | <b>H</b> Fernando Guerra (Portugal) |
| <b>C</b> Zwy Milshtein (Moldova)    | <b>F</b> António Sá (Portugal)   | <b>I</b> CF Wesenburg (Norway)      |

# Why Digigraphie® – and who is it for?

## 1 The world of arts

It's not only artists and museums that desire more freedom, more visibility and more control over reproductions but also customers that want to be sure of the quality and durability of their favourite work.

The photographer is not just capturing content with a photograph, but he also produces the print and gives the image the layout he prefers. The possibilities are immense.

### More visibility

By definition an original work is unique. Digigraphie® offers every artist the opportunity to increase the distribution of their creation by offering a high quality limited-edition print.

### Controlled production

Epson printing technology enables artists to control the quality and quantity of their production. Digigraphie® by Epson prevents any plagiarism, as each piece of work is numbered, stamped and signed. Each print is part of a limited-edition.





## Prints as required

Artists are free to print their works, when they wish, without the risk of tarnishing their creation. Digigraphie® by Epson guarantees perfect reproduction of colours and nuances that will not change over time. Artists can, therefore, produce their works based on demand.

## Better use of heritage

Using Digigraphie® by Epson, means extending the life of a work. Artists have a new form of expression and a new support for renewing their heritage. It is a valuable alternative to either single work or large print-runs.



## An on-line gallery

Digigraphie® artists now have their own website: [www.digigraphie.com](http://www.digigraphie.com). Each artist can register and present their portfolio in an online gallery of their Certified Digigraphie artwork.

## 2 Galleries bursting with life

Digigraphie® by Epson also offers good prospects for galleries. One advantage Digigraphie® offers is original works. Every print produced by a Digigraphie® Artist is, in effect, an original creation, numbered and signed. Galleries can therefore have a multiple offer and can sell a limited-edition series of unique work.

## Digigraphies Collection

Another advantage of Digigraphie® by Epson is the sale of Digigraphies Collection. This specific label relates to the works of deceased artists. The heirs of a deceased artist can produce Digigraphies of his/her works and exhibit them in a gallery. This is, therefore, a means of re-valuing the artistic heritage of an artist.



# 3 Museums proud of their heritage

**DIGI  
GRAPHIE®**  
Collection  
by Epson

The Digigraphie® Collection label attracts museums across Europe. All museums, both national and private, can now offer visitors the chance to acquire a limited-edition quality piece of work. Digigraphie® by Epson offers visitors the chance to leave with an exceptional, durable reproduction of their favourite painting or photo. It's a fantastic opportunity to introduce an artistic heritage into your home. Sales of Digigraphie® Collections are ideal during a temporary exhibition or permanent works.



[www.digigraphie.com](http://www.digigraphie.com)

For further information please contact your local Epson office or visit [www.epson-europe.com](http://www.epson-europe.com)

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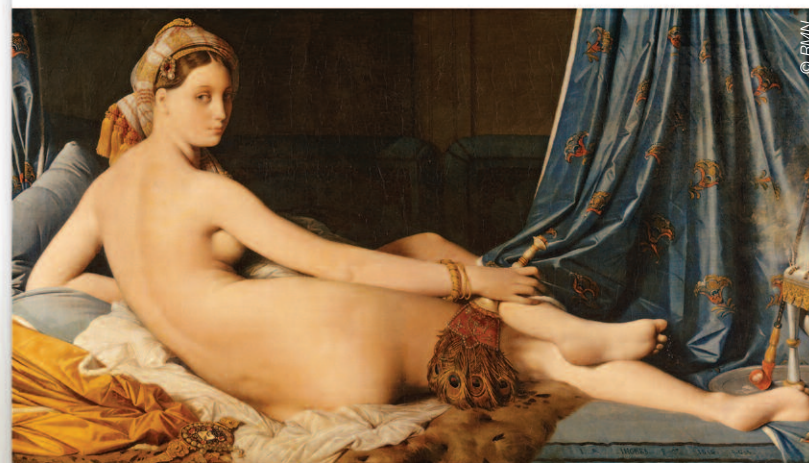


## Digigraphie® in Louvre Museum

At the recent exhibition of painter Jean-Auguste-Dominique Ingres (1780-1867) the Louvre museum and the RMN (association of French National Museum) reproduced 12 limited edition works of art from the painter. This was done using Digigraphie® Collection by Epson.

Other museums also use Digigraphie by Epson to increase their value, by selling limited edition prints in their commercial shops. This includes the Albert-Kahn museum near Paris, New Monaco museum and The Orleans museum.

*La grande Odalisque, Jean-Auguste-Dominique Ingres*



**EPSON®**  
EXCEED YOUR VISION