

E-CENTER PRODUCES EXHIBITION BOOK FOR PHOTOGRAPHER BRUNO BARBEY USING HP INDIGO



Renowned photographer Bruno Barbey, a Paris-based pioneer of color photojournalism, has been a member of Magnum Photos for 45 years and shot award-winning photos all around the world.

Most recently, Barbey returned from shooting in Shanghai, China, ready to show his photos at the Galerie Lipao-Huang in Paris. But the Shanghai trip inspired Barbey to go beyond the gallery. He also wanted to produce a professional-quality photo book of the images in the exhibition.

Barbey knows how to get the right shot. He knows tight deadlines. But producing a high-quality book of exhibition photos was a different challenge—especially with the exhibition less than three weeks away.

E-Center, a respected Paris print service provider, was ready to help. To produce 100 copies of the limited edition, 140-page book and have it ready for the opening of Shanghai Universelle, e-Center turned to its new HP Indigo digital press.

Meeting the highest standards

Barbey has had many photography books published and is used to the standard set by traditional photo and offset printing. He expected the very same from the HP Indigo digital press. Denis Cuisy, founder and CEO of e-Center, knows the expectation well since e-Center has over 30 years' experience working with

photographers to produce photo books. "We have seen our clients ask for better and better quality from digital printing," says Cuisy.

The HP Indigo press 5000 rivals the quality and color range of offset printing with liquid HP ElectroInk and up to seven colors. That allows e-Center to create vibrant color prints and sharp text at up to 812 x 812 dpi and up to 230 lines per inch.

"The HP Indigo digital press with six inks is such a big advantage for us, because quality is so important to our clients," says Cuisy.

Many of Barbey's exhibition photos depict Shanghai's recent World Expo, and they're full of color and intricate details. A skyline combines precise geometry and vivid tones. Metal meshwork crisscrosses an ashen sky like a delicate lace. Neon light glows in myriad reds.

Barbey felt the HP Indigo digital press captured it all. "The prints in the book are a beauty. They are really superb," he says. "Such color matching in a book is unique—I'm seeing the exact colors I saw and shot."



CHALLENGE

- E-Center wanted printing technology that would let it produce professional-quality photo books and prints for photographer Bruno Barbey and other artists.

SOLUTION

- The HP Indigo press 5000 provided e-Center with the high quality that could match traditional offset printing.
- E-Center found it could plug into almost any in-house finishing solution with ease, using HP Indigo.
- ARTtrust technology also helps artists like Barbey certify the authenticity and longevity of fine art prints and photo books.

RESULTS

- E-Center continues to produce on-demand photo books and prints in-house that rival the quality of traditional offset printing.
- Limited edition fine art books and prints that use ARTtrust technology retain value over time, because sellers can quickly verify authenticity online.

Plugging into in-house finishing solutions

E-Center has been printing digitally for seven years and specializing in on-demand photo books for much of that time. It doesn't only deliver high quality; it also produces every part of a print job, including the design, binding, finishing and sewing. It makes its own covers, and even the hot stamping is done in-house.

The HP Indigo digital press has fit into e-Center's workflow perfectly. It works seamlessly with leading, high-quality finishing solutions.

"When combined with our finishing, the new HP Indigo digital press lets us completely replace the old offset printing process. We gain even more self-sufficiency," says Cuisy.

Ease of installation proved a big plus too, since e-Center received the HP Indigo digital press only 10 days before producing Barbey's exhibition book. "We were surprised how fast we were up and running," says Cuisy. "Everything ran so smoothly from end to end. It really simplified the process of producing the exhibition book on a tight deadline."

Versatility to serve the artist

By working with e-Center, Barbey created a truly special photo book that stands on its own as a work of art—each of the first 100 books came in a clamshell

box with a signed print. That's exactly the kind of exclusive printing e-Center aims to provide.

No matter the custom job, e-Center is able to meet customers' need using the HP Indigo digital press. Three paper-feeding trays simultaneously accommodate a variety of substrates to reduce paper switching, and e-Center can choose between a wide range of media types and weights, from 50 lb text to 130 lb cover.

"It's a bit like haute couture itself—using HP printing technology, we have the ability to customize high-end products that are themselves pieces of art," adds Cuisy.

And like a piece of art, Barbey's exhibition book was the first to be authenticated using ARTtrust technology, a new self-certification system developed by Prooftag™ in collaboration with HP.

Visitors to Barbey's exhibition have certainly responded to the quality of the art and the printing. The book for Shanghai Universelle has been so popular that Barbey is looking to reprint more.

"With the HP Indigo digital press, I know I can do 100 copies, and then 200 or 300, and very quickly launch a new edition that's different. It's excellent to have," says Barbey.

"The HP Indigo digital press with six inks is such a big advantage for us, because quality is so important to our clients."

— Denis Cuisy, CEO, e-Center

To learn more, visit www.hp.com/go/graphicarts

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