

Having trouble viewing this email? [Click here](#)

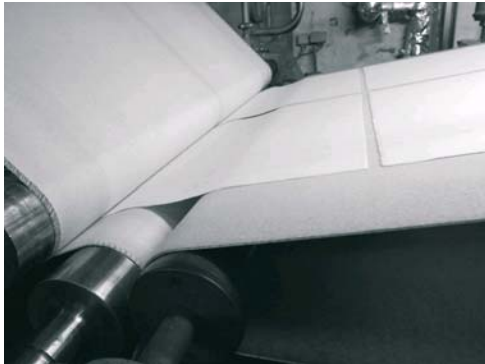
You are receiving this email from Hahnemuhle USA because you have given us your address in order to receive our monthly newsletters, or have subscribed directly on our website. To ensure that you continue to receive email from us, please add kari@hahnemuhleusa.com to your address book today. If you haven't done so already, click here to confirm your interest in receiving email campaigns from us. We greatly value your personal privacy so if you no longer wish to receive our email, click here to unsubscribe.

You may [unsubscribe](#) if you no longer wish to receive our emails.

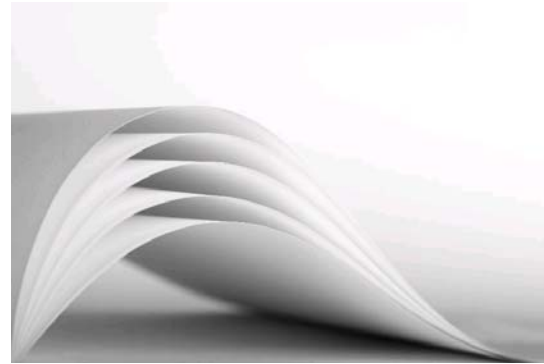


Hahnemuhle USA

March 2010



Hahnemühle Mould-Made Paper



Michael G. Magin_Paperworks

IN THIS ISSUE

Two Legends. One Paper.

DIMA 2010

ARTtrust

Hot Picks 2010

Artist Exhibit

Two Legends. One Paper.



Two of the most iconic brands in digital photo printing, HARMAN technology and Hahnemühle FineArt, have joined forces to create a best-in-class range of fine art inkjet media, due to be on store shelves in April. The partnership of Hahnemühle and HARMAN showcases the unification of papermaking know-how and coating.

The HARMAN Professional Inkjet by Hahnemühle range will consist of six fine art papers plus one canvas, providing a range of gloss and matte finishes, various textures and tones. Two of the new papers are real fiber-based Baryta papers, providing unrivalled archival properties and a look and feel that emulates traditional Baryta darkroom papers.

HARMAN Professional Inkjet by Hahnemühle combines the expertise and excellence of both companies and results in uncompromising quality. The papers are designed to meet the needs of the photography market. This new high quality range of media offers a very good value for the money.

Hahnemuhle FineArt Presented With Third DIMA Award



PMA 2010--- The Digital Imaging Marketing Association has honored Hahnemuhle's FineArt Pearl 285gsm with its third Digital Printer Shoot-Out Award in as many years.

The 2010 DIMA Awards were announced on opening day of this year's PMA show in Anaheim, California. Winners were selected from hundreds of innovative photo industry products by a panel of digital imaging editors. Competing media were judged using color swatches to compare criteria such as overall tonality, neutral gray balance, saturation, shadow and highlight detail.

Hahnemuhle's winning entry was in the **Best Photo Media 4 x 6"** category for their **FineArt Pearl 285gsm Inkjet Photo Cards**. These cards are perfect for producing individual snapshots, invitations, greeting cards, mini portfolios and more. FineArt Pearl is a 100% lignin-free, alpha-cellulose, fiber-based paper with a bright white surface that is remarkably similar to traditional silver-gelatin photo papers.

Hahnemuhle 4 x 6" inkjet photo cards are available in the FineArt Pearl 285gsm as well as the Photo Rag 308gsm. They come in packs of 30 cards inside a great looking metal box embossed with the Hahnemuhle rooster logo.

HP introduces a unique identification & authentication solution for photographers and artists

ARTtrust is a simple self-certification system, under full control of each photographer or artist. This solution gives photographers and artists a method of individually identifying any pigment print produced on an HP Designjet Z Photo Printer Series using HP Vivera pigment inks on compatible media. ARTtrust increases the value to the artist, reseller and/or collector by providing unique print identity, traceability, proof of authenticity, certified information about the pigment print's longevity and confidentiality in all transactions. Artists can rest assured their work will not be forged and collectors can purchase with confidence.



A joint development between HP and ProofTag and endorsed by WIR, the ARTtrust system includes a website (www.arttrustonline.com) that allows registered photographers and artists to activate an ARTtrust Tag, register newly certified prints, provide information and proof of authenticity and promote their work.

Independent media manufacturers including Hahnemuhle Digital FineArt, ILFORD Imaging, Canson INFINITY and Innova Art are also supporting and promoting ARTtrust. Early adopters of the ARTtrust system include world-famous photographers who are members of the HP Experts & Mentors program, including Joel Meyerowitz, Thomas Hoepker, Martin Parr, Douglas Kirkland and Dorothy Krause.

Hahnemuhle's Gallerie Wrap System was awarded Pro Photographer "Hot Pick" at PMA 2010.



During PMA 2010, Liberty Photo Products demonstrated Hahnemuhle's Gallerie Wrap system in their booth. Attendees were able to see firsthand the ease of assembly and commented on the impressive finished quality. It was no surprise that Jeff Wilson, JW Party Pictures, picked Hahnemuhle's Gallerie Wraps for the PMA Pro Photographer Hot Picks award. Jeff believes this will be one of the hot sellers this year.

"The Hahnemuhle system is a great product to demonstrate at shows. Once a customer sees how quick and easy it is, they want to offer this valued product to their customers immediately," said Jay Davis, National Sales Manager at Liberty.

Scalpay: Photography by Johan Hallberg-Campbell



Johan Hallberg-Campbell.

'Scalpay: Last of the Fishermen' is a documentation on a remote island in the Hebrides of Scotland. Growing up, Johan heard much about Scalpay; his father was born there but left before he was five. The island was like a fairy tale to him, far away on a distant planet with stories of crofts, religion and fishing.

He decided to go to the Island to document the people living there. He was told there had not been a birth in seven years, the Gaelic-speaking island's fishing tradition is fading away, and the people of old with it. The last corner shop closed in 2007, the preschool also shut down that year. The primary school has two or three pupils and there is no high school. Over the years the population has dropped to 300. The young leave to seek work. To him this island symbolizes a Scottish way of life that is disappearing, like many other places in the world.

"The Hahnemuhle FineArt Baryta paper converted me from printing my own chromogenic and silver prints to giclée printing. After graduating from art school, I was convinced C-prints were the only way to express true color! I was wrong. Two years ago I had to reprint a series of images for an exhibition. I decided to try Hahnemuhle FineArt Baryta 325gsm. To the touch, the paper had a beautiful weight and a lovely finish that reminded me of double weighted darkroom paper. I was blown away by the richness and depth. I am now able to achieve the deeper blacks and the higher saturation that I yearned for in my images. Comparing the same image on the Baryta to my hand printed C-print; I noticed a considerable improvement in the Baryta, as well as stronger color. The bright white of the paper helped bring out subtle highlights which I had lost in the C-print! I was excited, my pictures were alive! Since then, when I am shooting a documentary project, I already know how my prints will look. I know Hahnemuhle FineArt Baryta will portray my images as I saw them." Johan Hallberg-Campbell

Show Title: 'Scalpay: Last of the Fishermen'

Photographer: Johan Hallberg-Campbell

Curated by Donald Weber

The Opening Reception will be held Friday March 26th 2010. 6pm-10pm

The Exhibition Date: March 23rd - April 29th

Venue Address: The Distillery District, 55 Mill Street, Bldg 59-103, Toronto, On, M5A 3C4.

www.johanhallbergcampbell.com

[Forward email](#)



Try it FREE today.

This email was sent to holland@hahnemuhleusa.com by kari@hahnemuhleusa.com | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Hahnemuhle USA | 722 E. Calhoun Street | Woodstock | IL | 60098