INNOVA
MORE THAN PAPER

Innovation News



INNOVA *Editions*
TRADITION MEETS INNOVATION

The premium Range of cotton and FibaPrint® digital fine art papers are going from strength to strength

JETMASTER®
ACRYLIC
METAL

NEW! Acrylic Photo Blocks and Dye Sublimation metal

ATLAS OF HUMANITY
CELEBRATING THE BEAUTY OF HUMANKIND
www.atlasofhumanity.com

Innova Art have teamed up with Matin Vegas, founder of the project to bring these stunning images to Photokina for their premier showing in print.

Editions Fine Art Photo Art Canvas Graphic Art JetMaster YouTac +GOframe Pinchbook™

www.innovaart.com



Promoting cultural diversity worldwide: ATLAS OF HUMANITY & Innova Art

UNESCO defines cultural diversity as *"a defining characteristic of humanity," which represents "the common heritage of humanity and should be recognized and affirmed for the benefit of present and future generations".*

Every person is a treasure for humanity. Every society is characterised by great ethnic and cultural diversity. Curated by Martin Vegas, Atlas Of Humanity aims to document the daily lives of individuals from every culture worldwide.

In partnership with Atlas of Humanity, Innova Art will present two stunning exhibitions at Photokina 2018, Koelnmesse, Cologne, Germany, 26-29 September 2018.

Photokina visitors will see **Atlas of Humanity** present more than **100** images by **52 photographers** from around the world, both professional and amateur, that span the globe, from Armenia to Yemen and Australia to Zimbabwe. See the images, flawlessly printed on Innova Art media. The Photokina displays are the first opportunity anywhere to see the Atlas of Humanity collection in print, rather than online. It is the brainchild of the international photographer and curator Martin Vegas. We asked Martin to tell us how the project began and how it has grown.

Innova Art: What inspired the idea for the Atlas of Humanity project?
Martin Vegas: *It's an ongoing, never-ending project that I first set up in 2015. My inspiration was the UNESCO Universal Declaration on Cultural Diversity, to help preserve and promote cultural diversity worldwide. Now, thanks to the amazing work of some hundred photographers from all over the world, the project extends to more than 400 ethnic groups, though some of the images have still to be published on the Atlas of Humanity website.*

Innova Art: Once you'd had the idea, how did you begin collecting the images?
Martin Vegas: *I started out by inviting photo journalists, travellers and amateur photographers whose work I knew – but in fact amassing images turned out to be much easier than the first job of deciding on the format of the project. I really didn't expect to have so much positive feedback from the photographers who have sent me their images!*

Innova Art: Is Atlas of Humanity your first experience of curating a large collection of images? Do you prefer to work with photographers you know?
Martin Vegas: *Atlas of Humanity is the biggest project I've worked on but it's not the first. Some years ago, I set up the photographic exhibition ImageNation in my hometown of Desenzano del Garda, in Italy. The idea was to show the work of national and internationally-known photographers in the city in which I lived, but it just grew and grew. I took ImageNation to Paris, where it drew an international audience. Paris is now the home of the project – I first met Innova Art at Paris Photo – but ImageNation also extends to Arles and Venice.*
Some of the contributing photographers I know well. Having organised so many exhibitions over the years has meant I travel a lot and meet photographers in a great many places and variety of contexts. With others I exchange tons of emails so I guess I could say I know them all!

Innova Art: Are there any particular photographers of note who have contributed to the project?
Martin Vegas: *The aim of the Atlas of Humanity project is to present a 'choral' idea of humanity. There are many established photographers, but also some amateurs. The project focuses on the images rather than the photographers – the diversity of the subjects rather than the photographers' particular, individual approaches.*

Innova Art: How comprehensive would you like the project to be and are you encouraging other photographers to contribute to help expand it?
Martin Vegas: *We're hugely ambitious! We all have the right to dream and my dream is to encompass the entire diversity of humanity. Anyone willing to share their interest in our common humanity can contribute.*

Innova Art: This project has big aims but is it political?
Martin Vegas: *In an age when nearly all armed conflicts are taking place within, and not between, states, and politicians are talking about strictly policing borders, even building walls, Atlas of Humanity is proudly non-political. The same can be said in respect of the 100-plus contributors from around the world who participate in the project.*

To view Atlas of Humanity at Photokina, visit the Innova Art stand, and the exhibition in the concourse, between Halls 4 and 5. Both Martin Vegas and the Innova Art team will be on hand to offer insights into the making of the exhibition; Martin welcomes approaches from photographers who may be interested in adding their work to the collection.

The Altlas of Humanity Exhibits have been printed on a range of Innova media, as well as JetMaster® Metal and JetMaster® Acrylic.

www.atlasofhumanity.com



NEW to the JetMaster® Range - Metal & Acrylic Display

Coming Soon

JETMASTER® METAL



Print - Transfer - Display

The new JetMaster® Metal means stunning dye-sublimation prints can be made in just a few, simple steps. You may need to access some of the necessary equipment from your local fine art and photographic print studio (and we can advise on that).

Here's how it's done. First, print your eye-dazzling, high resolution image (we know you have them!) on to a Dye-Sublimation Transfer paper, then transfer the image onto JetMaster® Metal using a heat press. (Alternatively you can position the metal on your UV flat bed printer and print the image directly onto the surface).

Hang it. And that's it.

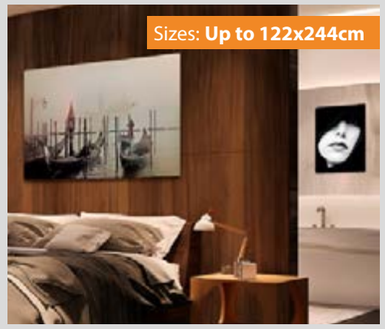
JetMaster® Metal is compatible with multiple print technologies.

General Specifications:
- Thickness: 1mm • High Gloss finish
- Round or square Corner options
- Print on Dye-Sublimation transfer paper and transfer with a heat press
- Print direct to substrate using a UV flat bed printer.

*The sharp looks and super-smooth finish of **acrylic and metal prints** have placed them amongst the fastest accelerating trends in art, photography and décor in recent years.*

No frame, no glazing to scratch or crack – all image in fact – they add a spectacular visual element to any space – both indoors and, with dye-sublimation metal prints, outdoors, too.

New additions to the Innova Art range mean that both processes are easily within the reach of every photographer, artist and print studio.





Coming Soon

JETMASTER® ACRYLIC

To create an acrylic print is straightforward and easy with JetMaster® Acrylic. Simply print your image onto resin-coated inkjet photo paper, apply the print face-down to the reverse of the adhesive acrylic plate and trim off the excess edges of the print. Remove the protective cover from the front face and your image is ready to display.

JetMaster® Metal and acrylic produce prints that are lightweight and robust that exude sophistication. Without glass and without frames, they effect an exciting illusion – a window into an alternative visual dimension.



Print - Stick - Display



General Specifications:
- Thickness: 5mm
- Bevelled or Square edges
- Easy to assemble

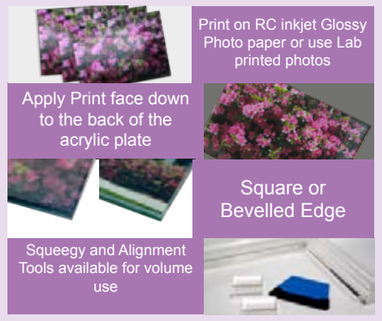


Photo Art by PICTORICO

Print Digital Negatives with Transparency film

Coming Soon



Following high demand from the market, Innova are pleased to announce the launch of ***Photo Art by Pictorico***

For many years, photographers in Europe have strived to keep the magic of darkroom printing alive. Using photographs taken on a digital camera, they found the perfect partner for printing digital inkjet negatives to expose in the darkroom: ***Pictorico film***. To ensure that photographers can always get their hands on their favourite inkjet film, Innova Art has partnered with Pictorico to launch the Innova Photo Art by Pictorico co-branded product range.

"The partnership between Innova and Pictorico is a perfect match," says Innova Art Sales Manager, James Cannone. ***"The Pictorico brand is built on a philosophy of creating high quality output media for a broad range of inkjet printers, so that every photographer can produce great quality prints. Something we are also passionate about at Innova. We are excited to be able to build a long term relationship on these shared values, and we know that photographers throughout Europe will benefit from it."***

Photo Art by Pictorico launches in Europe in early 2019.

Pro OHP Transparency Film 174gsm (IPF 120):

- ***Translucent inkjet film with high UV density***
- ***Available in sheets: A4 and A3+, 20 sheet packs***
- ***Available in Rolls: 24" and 36" wide rolls, 20m lengths.***
- ***Compatible with all inkjet printers.***
- ***Suitable for printing digital negatives, film positives and for use with traditional photographic processes.***
- ***Can also be used for eye catching backlit displays.***

Nevelle Bower joins Innova Art

Nevelle Bower joined Innova Art as our **Chief Operations Officer** in April 2018. He is responsible for overseeing the running of our business from the manufacturing, development, organisation and day to day activity.
Mike Gonzalez says ***"Nevelle and I go back a lot of years and we are very pleased to have someone of his experience and expertise joining the team."***
An experienced and keenly engaged management level business leader with a global scope, he possesses an excellent knowledge of the world-wide speciality papers market and related subjects – particularly in highly technical products. Nevelle has had extensive experience in the inkjet paper industry having previously worked for a number of international paper manufacturers. He is also a colour management specialist.
Nevelle says: ***"I'm perpetually motivated to take on new challenges, initiate change and instinctively demand more from myself".***

INNOVA Editions

TRADITION MEETS INNOVATION

Q: How do I deliver the perfect print? A: The solution is closer than you think.*
*Innova Art

Every photographer and artist will be hoping to find up-to-the-minute answers to the age-old question: how do I deliver the perfect print? But at Innova Art we like to think we've narrowed down the search.

With our widely acclaimed Innova Editions® range, we offer both tradition and innovation – the lasting quality of products made the same way for decades, even centuries, combined with the latest technological advances. The highest standards of that old-school approach combined with science at the cutting-edge. Time-proven archival properties harnessed to impeccable 21st-century image-making.

Here's how: The Innova **Editions® range** - is the connoisseur's choice: ***six*** of our finest substrates, specially selected for quality and durability. Developed to provide the highest print quality, sharpness and gamut range possible. All the Editions papers are fully archival and are compatible with pigment and dye inks.

It includes two exceptional ***mould-made***, fully archival, 100% cotton rag papers from **Fabriano**, the Italian paper mill that counted Michelangelo and Raphael amongst its customers. The natural textures and tones of **Fabriano Printmaking Rag 310gsm** and **Fabriano Artistico Watercolour Rag 310gsm** make them the perfect base for traditional imagery.

There are also two ***fourdrinier-made***, 100% cotton papers. **Photo Cotton Rag 315gsm** has an ultra-smooth surface, perfect for fine tonal gradations and brilliant highlights. **Etching Cotton Rag 315gsm** has a more traditional, soft-textured finish. Both are natural white in tone, bringing a warmth and richness to prints.

Photographers will seek out the **Exhibition Photo Baryta 310gsm** – a pure white 100% Barium Sulphate surface coated Fourdrinier photographic base paper with Innova Art's Crystal Layer inkjet coating technology. It provides a matchless digital equivalent for the paper used in traditional Silver Halide printing.

The **Exhibition Cotton Gloss 335gsm** has been engineered to meet the aesthetics of the Palladium/Platinum printing techniques. It's a natural white cotton paper with a smooth, gloss, cotton-grained surface.

Stunning prints from the Atlas of Humanity project, will provide all the physical proof visitors could want of the truly immaculate prints that are produced on these substrates. So, in the search for digital media that looks both to the past and to the future, look no further: look for Innova Art.





Range Includes FABRIANO and **FibaPrint®** papers

Smooth Matte Surface
Photo Cotton Rag 315gsm

Soft Grain Felt Marked Matte Surface
FABRIANO Printmaking Rag 310gsm
Etching Cotton Rag 315gsm

Watercolour Cold Press Matte Surface
FABRIANO Artistico Watercolour Rag 310gsm

FibaPrint® Digital Darkroom Papers
Exhibition Cotton Gloss 335gsm
Exhibition Photo Baryta 310gsm

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Setting Print Standards with ArtSure and the Fine Art Trade Guild

ArtSure™

Digital print quality you can trust

Innova: ArtSure™ Approved. A recent addition to the line up of ArtSure™ Approved Materials is the range of inkjet papers and canvas from Innova

Innova Art have recently joined the Fine Art Trade Guild's ArtSure™ scheme created to provide a guarantee of quality for fine art printers, artists and art buyers. The ArtSure™ logo and certificate gives buyers the confidence that the print they are buying has been produced to a stringent set of quality standards relating to the ink and paper used to make the print. It ensures that the fine art printer who produced the print adheres to the Fine Art Trade Guild's Print Standards. An ArtSure™ print edition will be registered on the ArtSure™ database listing the artist, publisher, printer and media used, and a digital certificate can be downloaded.

Inspire Confidence, Archival Quality

Innova Art are proud to be one of a few paper manufacturers worldwide dedicated to the creation of inkjet compatible archival quality fine art and photographic papers for limited and open edition printing. Innova ensures that all their papers meet international archival standards. A long term supplier member of the Fine Art Trade guild, they have been making archival quality inkjet fine art papers since 2003. Encouraged by the effort that the guild puts into supporting artists and their work, they joined the ArtSure™ scheme in 2017.

The main benefit of ArtSure™ is that the information is presented in a way that anyone can understand. An ArtSure™ logo quickly and easily demonstrates to **printmakers** that the Innova range of media meets the independent standards set out by the Fine Art Trade Guild.

ArtSure™ **approved printmaker status** demonstrates to artists that a printmaker cares about what happens to a print edition once it leaves their shop. Only editions that are produced using manufacturers original inks and print equipment can be registered on the ArtSure™ Editions database.

What are The Fine Art Trade Guild's Print standards?:

- Lightfastness of the finished print must be 6 or above on the Blue Wool scale
- Guild standard pH for substrate of 7-9
- Minimum weight of 250gsm
- Only inks approved by the printer manufacturer must be used
- ArtSure prints must be created from approved materials that have been tested in a UKAS Laboratory or international equivalent.

For **artists** who want to print their work on Innova paper or canvas, ArtSure™ **Approved Material status** means that they can have complete confidence when they release an edition of their work, that the print technology used for their print edition will meet Fine Art Trade Guild standards for lightfastness and permanence.

The Fine Art Trade Guild register of prints has been helping customers since 1847; ArtSure™ carries on this tradition for Digital Fine Art Prints

By creating an online registered database of prints created using ArtSure™ Approved Materials, the guild has guaranteed that **anyone purchasing** part of a digital inkjet edition printed on Innova paper can have confidence in the lifetime of their investment. All anyone needs to do is simply enter the registration number from the ArtSure™ label on the print or certificate of authenticity into the ArtSure™ Editions database.

Stepping up to The Guild

Innova Art are innovators, investing in the future of fine art giclée printing. Further demonstrating Innova Art's commitment to this important field of digital print quality, *Mike Gonzalez, director and founder of Innova Art* has joined the Guild as a Court Member as of May 2018. Innova Art has also resumed its sponsorship of the Fine Art Trade Guild's *Digital Printer of the Year Award 2019* presented at their annual Art & Framing Industry Award ceremony.
Visit www.innovaart.com for further information and the latest news!

Approved Media

All Innova Papers and Canvases above 250gsm are Fine Art Trade Guild ArtSure approved materials. Check on-line at:* www.fineart.co.uk *for a full list of papers.

