

VASAVA DESIGN STUDIO SHOWCASES DIGITAL ART USING HP LATEX PRINTING TECHNOLOGIES



Barcelona design studio Vasava knew it had the right fit when it learned of American artist Dan Funderburgh. Vasava was looking for striking, digitally created art that it could showcase in its Vallery gallery using HP Designjet printing technology.

"Our gallery is our playground. We always try to push the limits of the printers and media," says Enric Godes, project manager at Vasava. "We like to say that Vallery is a designer's gallery."

In the recent exhibit "Time/Life: Science/Library," Vallery displayed prints of Funderburgh's stunning wallpaper designs as well as a variety of objects wrapped in prints of the artist's intricate work. To master the challenging applications, Vasava depended on the HP Designjet L25500 Printer, the HP Designjet Z2100 Photo Printer and HP printing materials that included HP PVC-free Wall Paper and HP Air Release Adhesive Gloss Cast Vinyl.

Print quality that's true to the art

A Brooklyn, N.Y.-based artist and commercial designer, Funderburgh jumped at Vallery's offer to display his digital work. "My medium is my computer. Doing my art digitally lets me focus on the design," Funderburgh says. "It's great when someone like Vallery can translate my digital art into presentations that show off the work so well."

With its experience presenting digital art from graphic designers, illustrators and typographers, Vallery knew the print quality had to be high but also precise and consistent. It used the HP Designjet L25500 and HP PVC-free Wall Paper to get a

smooth, high-definition finish for nine 2.44-metre (8-foot) high sheets of wallpaper printed with Funderburgh's designs. And the HP Designjet Z2100 produced smaller prints of Funderburgh's work, its HP Vivid Photo Inks and 8-ink printing system assuring consistent high quality.

"I was amazed at the colour and saturation," Funderburgh says. "Usually the translation from screen to media leaves things a little less vivid and deep, so I have to calculate for that. But these prints were just like on screen. I was really wowed by that."

"It's always the same reaction—we actually call it 'the wow factor,'" Godes says. "We've been really happy with the quality that we get from HP. And being able to depend on such high quality means we can focus on new ways to print and show art," he adds.

Versatility for design

Funderburgh's digital artistry reveals his love for the decorative arts, for objects that are both useful and beautiful. His work evokes historic wallpapers, ornate façades and architecture. "I focus on our relation to the things that we surround ourselves with—household things."

Such designs can be tricky to produce, and Vallery had to make sure none of Funderburgh's fine detail and deep colour would lose its integrity in the final application. The HP Designjet L25500 Printer, designed to print on a wide range of media, was up to the task. When matched with HP PVC-free Wall Paper, Vallery knew it was getting the look of traditional wallpaper.

1 Special ventilation is not required to meet U.S. OSHA requirements on occupational exposure to VOCs from HP Latex Inks. Special ventilation equipment installation is at the discretion of the customer—no specific HP recommendation is intended. Customers should consult state and local requirements and regulations.

2 Some substrates may have inherent odour.



CHALLENGE

- Vasava studio wanted the best printing technology for showcasing a challenging variety of digital art presentations in its Vallery gallery.

SOLUTION

- The HP Designjet L25500 Printer and HP printing materials provided Vallery gallery with the high quality required for artist Dan Funderburgh's detailed and vivid wallpaper designs.
- Vallery gallery found the versatility of the HP Designjet L25500 gave it the ability to produce a variety of new applications on high-quality media such as HP PVC-free Wall Paper and HP Air Release Adhesive Gloss Cast Vinyl.

RESULTS

- Vasava studio is now able to showcase a variety of digital art and applications in its Vallery gallery, attracting a loyal following of influential design professionals who look to Vasava to inspire trends.

3 HP PVC-free Wall Paper printed using HP Latex Inks is listed in the GREENGUARD product listing for low-emitting products and is tested to the GREENGUARD Children & Schools standard. The print is neither GREENGUARD nor GREENGUARD Children & Schools Certified. The GREENGUARD Environmental Institute is an American National Standards Institute (ANSI) authorised standards developer that establishes acceptable indoor air standards for indoor products, environments and buildings. See www.greenguard.org. These prints also meet AgBB criteria for health-related evaluation of volatile organic compound (VOC) emissions of indoor building products.

"To do this right we needed true wallpaper, not just big stickers," Godes said. "This was just like the quality wallpaper you buy in the store, with the same feel." It's also pre-pasted, so it was easy to install.

Vallery turned Funderburgh's digital art into traditional-looking wallpaper with dramatic success, but Vallery also wanted to wrap the artist's prints around objects, including boxes and a mannequin. For such challenging applications, the HP Designjet L25500 Printer used with HP Air Release Adhesive Gloss Cast Vinyl assured the perfect fit with no loss of quality.

Funderburgh was left impressed by the ease of it all. "All I needed to do was send the files, and they did the rest. The application of it was a dream. They did a fantastic job," he says.

Art and the environment

Vallery gallery's bold exhibits of digital art produced with HP Designjet printing technology has allowed Vasava to attract an influential audience—and prospective clientele. A loyal following of designers and studios, agencies and marketing professionals

make up about 70 percent of gallery visitors. They look to Vasava and its gallery to set the trends.

"Every time our audience is here, they expect something really new. With exhibits like this, we can say we're providing that," Godes says.

As environmental consciousness increases in Spain, Vasava will be able to show how it's also pushing the limits in the realm of environmental impact. The HP Designjet L25500 Printer uses water-based HP Latex Inks that require no hazard labels and no special ventilation.¹ The inks also produce odourless prints,² and HP PVC-free Wallpaper printed with HP Latex Inks meet the GREENGUARD Children & Schools standard for low-emitting products.³ All this can help to create a pleasant environment in the print room—and the gallery.

"HP technology is helping us push the limits of design in so many ways. The HP Designjet L25500 Printer alone is a great example of that," Godes says.

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— Enric Godes, Project Manager, Vasava

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