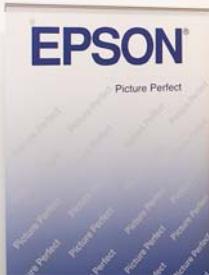


## CASE STUDY

## PROGRAPHICS

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### Robin Sellick

Recognised widely as Australia's leading celebrity photographer, Robin Sellick is a man driven by the need for constant innovation in his work. "The styles of photography and the techniques I used only a few years ago are not those I use today," he says. "I always want something better!" And it's this innovation drive of Sellick's that led to him to partner with Epson on a national gallery tour with his displayed works being printed on Epson's newest range of large format photographic printers - the Stylus PRO 4800, Stylus PRO 7800 and the Stylus PRO 9800 using Epson UltraChrome K3 inks.

Sellick is a self-proclaimed perfectionist, with his passion for 'only the very best' resulting in accolades and even a degree of notoriety. "I'm totally passionate about my work; and whether it's published in a magazine or printed for display in a gallery, if the quality of reproduction isn't as it should be, I'm not backward in coming forward," he states.

#### Striving for gallery quality

According to Sellick, photography as an art form is often hampered by the lack of quality photographers get from their large size prints. "As photographers continue to look at large format printers to gain *control* over their printing," he says, "they've generally missed out on the quality they might otherwise get from professional photo labs. What has been needed is someone to come out with a large format photographic printer that delivers freedom for the photographers *and* absolute gallery quality prints."

#### Battling the effects of metamerism

One of the greatest challenges Sellick believes is faced by photographers when taking their works on tour is metamerism - shifts in colours when viewed under different light sources. "This is a problem that has been around ever since photographers and artists first started using inkjet printers with pigment ink," he says. "From any professional photographer's perspective, it's absolutely essential that the tonal characteristics of a print are consistent, regardless of the light source under which it's being displayed and viewed."

Having an already-established partnership with Epson on the *Epson presents Facing Robin Sellick* national tour, Sellick was given an early opportunity to see his photographs printed on the newly released Epson Stylus PRO 800 Series printers using the Epson UltraChrome K3 ink set.

#### Colours with range and subtlety

True colour replication is, for Sellick, of absolute importance in his photographic prints. "When I select a negative of a photograph to be displayed in a gallery or other display, I'm basing my selection on an enormous number of factors," he says. "Not least of which is colour."

"The improvement in colour reproduction is brilliant; and I can tell just by looking, the colours are more vibrant and true-to-life than any other ink set I've worked with in the past," he states.



"The improvement in colour reproduction is brilliant; and I can tell just by looking, the colours are more vibrant and true-to-life than any other ink set I've worked with in the past. There's greater colour range and subtlety in the prints and this is an important factor if people are to fully appreciate the photograph."

**Robin Sellick**  
Celebrity Photographer

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"There's greater colour range and subtlety in the prints and this is an important factor if people are to fully appreciate the photograph."

#### Black-and-white

Just as many other professional photographers, Sellick often prefers black-and-white over colour for some of his works. Traditionally, the main problem he found in printing his black-and-white photographs was colour twists and tone jump caused by a short tonal scale. With new ink formulations and the introduction of Light, Light Black (LLK) ink with UltraChrome K3, Sellick has gained what he believes to be outstanding improvements in his black-and-white prints.

"The neutral greyscale and expanded tonal range are two of the most noticeable improvements I've seen," he says. "With these, along with a major boost in the ability to print very dense blacks on gloss media, I've been able to really start exploring new techniques in black-and-white photography."

"Given that I always want to push my photography in new directions that will set me apart from the crowd, I can now do this in my black-and-white as well as colour work. Epson has certainly redefined black-and-white photography with these new printers."

#### Gallery quality achieved

Regardless of Sellick being one of his own harshest critics, he recognises the fact that gallery exhibitions attract some of the most critical eyes in the world of photography. "Everything has to be absolutely perfect," he says. "When I'm exhibiting my work at a gallery there is the immediate expectation on the part of every visitor that each photograph is going to be of the absolute highest quality."

"With these new printers and UltraChrome K3 ink, one of the major advances is definitely the reduced

metamerism," he says. "Because my photographs are being displayed in a number of galleries around Australia, I have no control at all over the gallery lighting conditions. What I've seen with the reduced metamerism is higher levels of the colour consistency of each print under the various lightings in the galleries. The result is that I don't have to worry about what type of lighting is going to be used for each stage of the exhibition."

Adding further to the gallery quality of Sellick's prints is a strong gloss uniformity resulting from an improved ink formulation - in particular, the pigment's resin coating - of the UltraChrome K3 Ink. The result of this greater gloss uniformity is a consistent colour sheen across the entire print regardless of the angle at which it is viewed.

Sellick comments: "It's absolutely no good if you always have to look at a photo print from straight on just to get the best results. With the new UltraChrome K3 Epson has really got it spot on - it demonstrates incredible quality and uniformity from any angle and perspective."

#### Facing Robin Sellick

*Epson presents Facing Robin Sellick* is a two-year national tour of Australian galleries that started on 14 January, 2005 at the Newcastle Regional Art Gallery. Throughout the course of the tour, Sellick will display a selection of his portraits featuring prominent actors, musicians, politicians, sports people and public figures photographed in Australia over the past ten years, with each portrait printed on one of the new Epson Stylus PRO printers using UltraChrome K3 inks.

According to Sellick, his choice to partner with Epson on the tour was straightforward: "I wanted Epson involved in this exhibition because we share the same philosophy about the bigger picture!"

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