

SPECIAL ISSUE Inside Hi-Tech "Digital" Lenses | New Epson 4880 & More

DIGITAL PhotoPro

The Guide To Advanced Technology And Creativity

December 2007 \$5.99



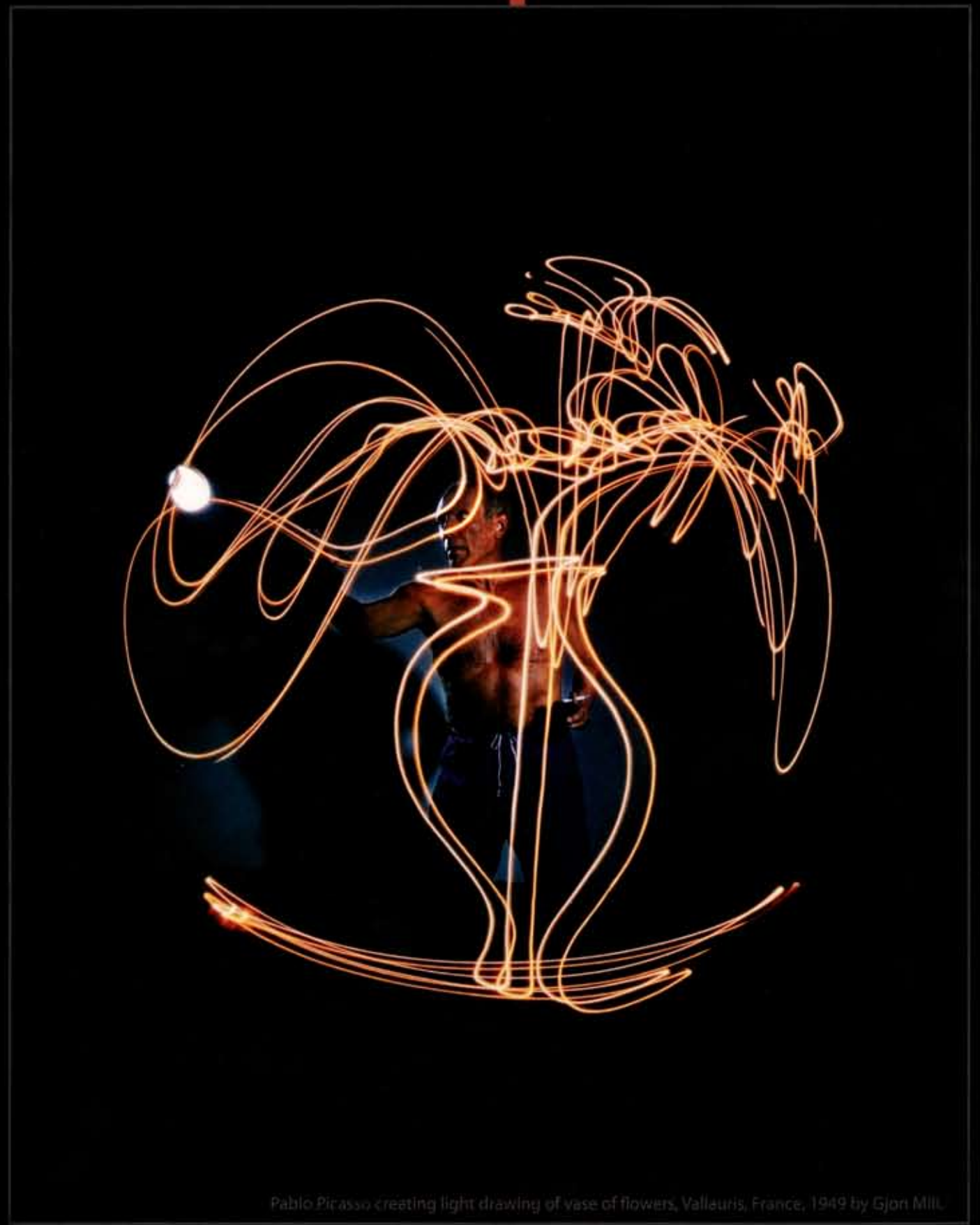
The Absolute Best
At Their Craft

MASTERS SPECIAL

- Howard Schatz
- Klinko & Indrani
- David Mendelsohn
- Robert Glenn Ketchum
- John Paul Caponigro
- Art Brewer
- Colin Finlay
- David Stuart
- Alison Wright
- Peter Read Miller
- Nahoko Spiess
- Jeff Schewe



old world craftsmanship + new world technology



Pablo Picasso creating light drawing of vase of flowers, Vallauris, France, 1949 by Gjon Mili.

Image courtesy of:
LIFE Gallery of
Photography

29 w 23rd st
212-242-7000

duggal.com

DUGGAL
VISUAL SOLUTIONS

\$5.99US \$7.99CAN 12>

0 71486 02555 9

digitalphotopro.com

Vision To Visuals

Like Steel

A new ad campaign required an innovative printing technique **By Baldev Duggal**



I often find myself exploring the use of new printing technologies and materials when approached by artists with visionary concepts. After detailed discussions, I always walk away with a greater understanding of their ideas and a renewed sense of respect for their innovative ways of thinking and visual clarity. I'm constantly learning anew with every job we take on here at Duggal.

ABOVE: Actor Djimon Hounsou in the new Calvin Klein Steel ad.

It's therefore a rare pleasure when my staff and I can create an innovative printing solution for a major commercial client. We've been working with internationally renowned designer Calvin Klein for many years. Earlier this summer, Tal Plaisance, CK's Global Visual Director, approached us with a new campaign to promote the men's underwear line, Calvin Klein Steel.

The campaign would center on the actor Djimon Hounsou, who has appeared in movies such as *Gladiator*, *Blood Diamond*, *The Island* and *Constantine*. Starting with the fall 2007 fashion season, the award-winning actor would be featured in a global print and outdoor advertising campaign for Calvin Klein Underwear, supporting the launch of the brand's

INTRODUCING THE PERFORMANCE CAMERA THAT COMES WITH EVERYTHING EXCEPT A SUBJECT.

The new Olympus E-3 delivers unparalleled D-SLR speed, image quality, and reliability. Together with over 20 4:3 Zuiko digital lenses—it's the ultimate performance camera.



WORLD'S FASTEST AUTO FOCUS*

11-POINT FULLY BIAXIAL HIGH-SPEED AF SYSTEM

5 FPS BURST SHOOTING AND 1/8000S SHUTTER SPEED

100% OPTICAL VIEWFINDER FOR ACCURATE COMPOSITION

IN-BODY IMAGE STABILIZATION WORKS WITH ALL SYSTEM LENSES

WORLD'S ONLY PROVEN DUST REDUCTION SYSTEM

10-MEGAPIXEL LIVE MOS IMAGE SENSOR

TRUEPIC III FOR MORE ACCURATE COLOR AND LESS NOISE

SPLASHPROOF AND DUSTPROOF BODY AND LENSES**

RUGGED MAGNESIUM-ALLOY DESIGN

RELIABLE SHUTTER LIFE OF OVER 150,000 FRAMES

2.5-INCH DUAL-AXIS 270° SWIVEL LCD

LIVE VIEW, WHICH PREVIEWS YOUR SETTINGS IN REAL TIME

Capture It All™



OLYMPUS®

getolympus.com/e3

* With 12-60mm SWD Lens

** With Zuiko Digital High Grade and Super High Grade Lenses

VISION TO VISUALS

After showing Tal and the other members of the design team at Calvin Klein our sample prints, they were blown away. They simply couldn't believe how good the images looked on the material. It was decided that we'd use this printing technology for the store window displays at their Madison Avenue location.

latest product line, Calvin Klein Steel. The campaign was to launch internationally in more than 20 countries with both print and outdoor media.

I found the concept challenging because I learned that they were looking for us to provide them with an innovative printing surface. We chose brushed aluminum dibond for its steel, clean, modern look. Concurrently, we knew that the underwear needed to be printed in white. Through some creative problem-solving, we utilized the printer's attributes so we could print the underwear white while leaving the rest of the image black on the metallic substrate. The process has been streamlined, all the while increasing in photographic quality. Previously, we had to print a film and then transfer it to metal much like an iron-on decal for garments. That process proved to be labor-intensive and led to inconsistent tonalities and densities. Now the ink is printed directly to the dibond, which is then cured for high durability, allowing the first print off the printer to look exactly like the last one.

After showing Tal and the other members of the design team at Calvin Klein our sample prints, they were blown away. They simply couldn't believe how good the images looked on the material. It was decided that we'd use this printing technology for the store window displays at their Madison Avenue location.

"I had originally approached Duggal with our concept for Calvin Klein Steel and asked which printing

technologies and materials were available," says Tal. "It was then that I learned about dibond. The way in which the brushed metal surface absorbed the ink and reproduced white worked far beyond our expectations."

Duggal chose this material in lieu of sheets of aluminum because it proved to be much more forgiving. Once we have the artwork from the client, we can print directly to it. We're currently printing the CK material for both their domestic and international stores.

CK is already working on their next series of campaigns, and we're exploring the use of clear plexiglass. We think it's the appropriate material to work with because we can create visuals that have both opaque and transparent properties. At Duggal, we continue to expand the palette of printable surface materials for our clients, from brushed aluminum, plexiprint, silk, satin and chiffon to many others, with infinite possibilities to come. **DPP**

Baldev Duggal, president and founder of Duggal, has been innovating visual solutions for image-makers for more than 40 years. Credited with building and designing the industry's first dip-and-dunk processing machine, Duggal has maintained his status as a leader in the imaging business and is heralded for outstanding service by consumer and trade magazines alike. With digital capabilities reaching worldwide, his headquarters covers a block on West 23rd Street in New York City.