

# INNOVA

## Innovation News

Forthcoming shows:



Photokina, Germany



SGIA, Las Vegas



PPE, New York



Image © 2010 JOSH COLE - www.joshcole.co.uk

**NEW IPS software launch • JETMASTER display system**



**NEW! INTELLIGENT PRINT SYSTEM - For Photographers and Artists**

INNOVA Art Introduce IPS an integrated design and production printing software for professionals who wish to produce high quality images.



**NEW! JETMASTER DISPLAY SYSTEMS - We make it easy to Print it - wrap it - hang it!**

JetMaster Display Systems for photo and fine art papers and canvas. The ideal gallery wrap system which is so simple to use.

**Excellence through Innovation**

[www.innovaart.com](http://www.innovaart.com)



## An Interview with Josh Cole: Photographer

**Josh Cole's talent for capturing his subjects at their most expressive has made him the go-to guy for countless international brands. He talked to Pete Armitage about his conversion to digital technology – "the only way forward"**

Josh Cole's images of urbanites in London, Kigali, Durban and Buenos Aires often stop you in your tracks. Whether his subjects are breakdancers or freerunners lofted into the air, mid-somersault, or immigrant workers in Abu Dhabi, patiently sitting and waiting, Josh's talent for capturing people at their most expressive has caught the attention of some of the world's biggest companies. High-profile campaigns for Nokia, Nike, Levis, Vodafone, Tmobile, Converse and others have been the result.

Josh's natural affinity with his subjects is what clients value most. "People get me to do stuff when they want 'natural,'" he explains. "I'm the natural guy!"

When we spoke Josh had just finished several days of shooting. A few days later he would be on his way to South Africa, Singapore and India to photograph a campaign for Lebara, another mobile phone company. *"Just had confirmation of it today," he said. "Sounds interesting. Going to have a bit of fun and shoot some personal stuff as well."* Josh seems to be the go-to guy for mobile companies. In fact he could be called the go-to guy, given the number of international brands he has worked for recently.

But I wanted to know about some of his personal projects, 'Physical Graffiti', for example, which shows Josh's pick of the world's 'urban athletes' on their home ground. Photographs from this portfolio have already made it into Creative Review's photo annual and four pictures from it won a bronze award in the 2009 AOP Awards. He has high hopes of turning 'Physical Graffiti' into an exhibition and a book, even a documentary film – *"that's looking quite positive. Samsung are going to pay me to shoot some more images for it, possibly some filming too."*

So how did the idea develop?

*"I'm a hip hop photographer and, like most hip hop photographers, I've always taken pictures of rappers and DJs. But I've always photographed graffiti artists and breakdancers too, both of which are still quite underground in lots of ways. The aim of this project reflects the way graffiti works, brightening up rough areas. I want to shed some light..."*

The project has obviously taken him into unexpected and sometimes dangerous places, so how does he find his way about?

*"Hip-hop is like one big family – there's a real scene, so wherever you go in the world you're welcomed with open arms. We roll to some dangerous places: ghetto spots, places you're not supposed to go, which we can do by working with people from these areas – young guys coming up from the slums and doing break dance and parkour. What I really value is finding the hidden gems, meeting the crazy guys in Durban, for example, stuck away in the townships. They just didn't know how good they are!"*

What Josh wants to communicate is *"the energy that comes from*

*hardship, from nearly dying, from being an addict. People in Rwanda, for example, have been through the worst possible experiences and yet they have this incredible positive energy. I have been through some difficult experiences myself – nearly dying, nearly going to prison. My work is fired by the idea of how lucky we are to be here at all."*

Josh has taken pictures in Europe, the Middle East, China and Africa. How important is travel to his work?

*"A lot of people didn't expect me to travel – they saw me doing the urban thing. But it's going to unusual places in the world that excites me most. It's the chance to do things that haven't been done before."*

He adds: *"My interest in film is about trying to communicate lives other people lead.*

*I think of myself as a portrait photographer, I want to show what a person's reality is – that's what turns me on. Too often people only look at things, rather than empathise. I want someone stood in front of my photographs to really understand."*

Josh's involvement with Innova Art, on whose stand he will be showing an exhibition of his images at this year's Photokina, Cologne, from 21st-26th September, and at all Innova Art's other trade shows in 2010, came about partly through serendipity and partly through his newfound conversion to digital photography.

*"I'm old friends with the street artist RYCA who works out of a studio a couple of doors down from Innova Art. He introduced us," Josh explains. "But it was perfect timing. I'd just bought my first proper digital camera – a Hasselblad – and had to begun to move from analogue printed photos to printing digital files with digital retouch. I was very keen to see what was possible with printing digitally and printing with inkjet."*

*"The camera really turned me around – it's the first digital camera I've felt this way about because it reacts more like a film camera. It produces a great film-like grain at low light, very film-like. Before using a digital camera was like shooting with slide film – it tended to overexpose."*

His early experiments with printing were disappointing, however, until he matched the capabilities of the Hasselblad with Innova Art digital media. Now he produces his exhibition prints on the award-winning IFA29 – FibaPrint White Semi-matte 300gsm and his portfolio work on the IFA25 - Décor Smooth Art Double Sided matte 220gsm paper. The results in both cases are easily on a par with traditional darkroom prints, he says – *"they may even be better."*

*"The quality and finish of the prints with the Innova papers has been absolutely amazing. I love it that you can print so large and still see every detail – all the artistry of the retouching process in the finished print. I've also really enjoyed being able to present my work in book format with the double-sided paper, as opposed to individual prints in horrible shiny sleeves."*

Is this the future for you then, I ask.

*"Definitely – digital is the only way forward," he says. "There are statements that I want to make with my work, now I need to push on. And I'm sure I've everything I need to make that happen."*



[www.joshcole.co.uk](http://www.joshcole.co.uk)

All images © 2010 JOSH COLE

Physical Graffiti photographs have appeared in *The Creative Review's* photo annual in 2008 and four pictures won a bronze award for "Commissioned Fashion" section of the 2009 AOP Awards.

## Unique Décor fine Art Eco-Solvent media

### Innova Décor Art ES - 260gsm

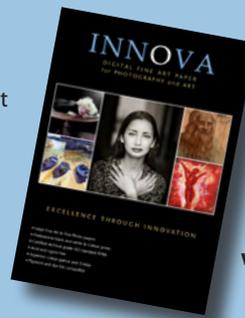
- 13 mil (330 microns)
- Bright White
- Rough Textured surface
- Satin finish
- Alpha Cellulose
- Acid and lignin free
- Outstanding colour gamut

### Innova Décor Velvet ES - 300gsm

- 17 mil (432 microns)
- Bright White
- Smooth slightly textured surface

- Satin finish
- Alpha Cellulose
- Acid and lignin free
- Outstanding colour gamut

Décor Art and Velvet ES are inkjet coated watercolour papers designed for value orientated, high volume printers using Eco-solvent. They are excellent for décor art reproduction in large editions.

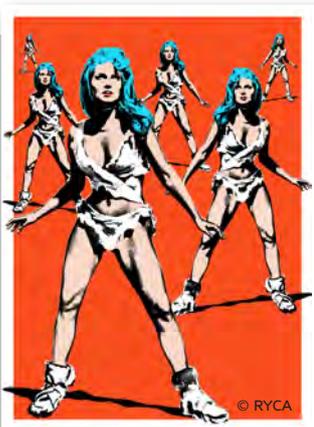


Produced to archival standards, they are available in roll widths of 30", 54" and 60" x 30m long.

Compatible with the following manufacturers Eco-solvent machines: Epson, HP, Mimaki, Mutoh and Roland.

For more information, please visit:

[www.innovaart.com](http://www.innovaart.com)



©Steve Smith



©Erny Kahle



©RYCA

## Other Artists working with Innova

Look out for other innovative artists and photographers who have been using Innova media for their Photographic and Art output. From the emotive images of Myanmar on warmtone gloss by Erny Kahle, to the fascinating images of Cuba by Steve Smith and the mixed media inkjet and screenprint pop art creations of street artist, RYCA -- [www.ryca.net](http://www.ryca.net) • [www.stevesmithphotographer.com](http://www.stevesmithphotographer.com) • [www.photobalance.nl](http://www.photobalance.nl)



Look out for QR codes at Innova exhibitions and on our literature

A Quick Response "QR" Code is a two dimensional barcode. These codes provide easy access to detailed product information. Using a smart phone and a QR Reader "app", you scan the code and are automatically directed to where you want to go. Try it out now.

# Innova launch Intelligent Print System software



Even the best photographers and print makers welcome some extra help between image capture and output, a guarantee that all the good work they put in at the outset will be matched by the quality of their prints.

Innova Art is launching Intelligent Print System - an integrated design and print production software solution for professionals who wish to produce high quality images. Intelligent Print System gives you ease of use and an intuitive interface as well as a comprehensive list of functions.

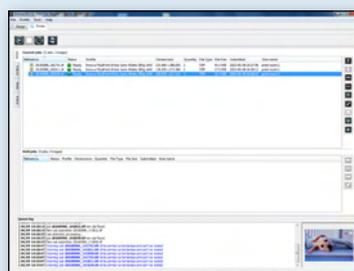
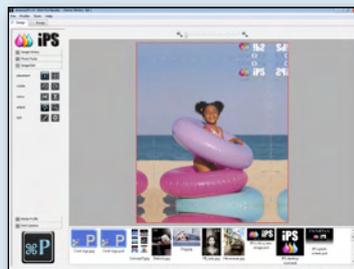
## Features and benefits of Innova's Intelligent Print Solutions

- Mac and PC compatible
- Auto nesting and job management
- Full colour management with built-in ICC profiles including all Innova Art papers
- JetMaster Display Templates – automated wrapping, mirroring and tiling
- Unique "Multi-Plex" function - create triptych, polptych and mosaic prints from a single image
- Print Engine - The integration of the Adobe PDF library with the Intelligent Print Solution technology means print jobs are processed accurately, quickly and easily each time.

- Automatic updating of software and ICC media profiles
- Full support system from a dedicated team

## IPS – minimum system requirements

Mac OS10.4 (Tiger)  
G5 (PowerPC) / MacPro (Intel)  
1Gb RAM, 80Gb, USB2  
Monitor 1024 x 768, 24 bit colour



MS Windows® 2000 Sp 4 / XP SP2 / VISTA / Windows 7  
Intel Pentium® IV  
1Gb RAM, 80Gb, USB2  
Monitor 1024 x 768, 24 bit colour

## Formats

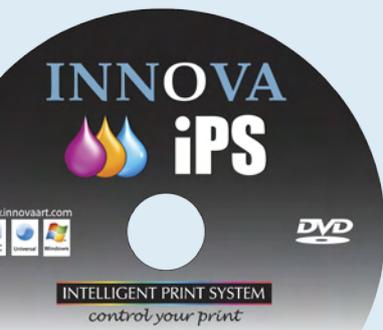
Compatible with file formats: .tif, .jpg, .jpg2000, .psd, .png, .gif, .bmp, .tga Roll widths: 17" (430mm); 24" (610mm); 48" (1219mm); 64" (1625mm)

## Languages

English, Deutsch, Français, Español, Català, Italiano

## How Does It Work

Create your image libraries for easy browsing and access. Select from the range of pre-defined photo packs, or add your own custom made photo pack using the easy Photo Pack Editor. Fill, fit zoom & pan, rotate and mirror your images to create your perfect print layout. Select a media profile from the comprehensive ICC profile list supplied to achieve excellent colour matching and optimised printer settings. Retouch your image using the accurate built in image editor. Finally set the quantity, print marks etc. and send to print.



## JetMaster: the solution to framing Décor art

# JET MASTER®

DISPLAY SYSTEMS

5 simple steps to the perfect gift...



## Easy Assembly Photo Wrap System - Print - Wrap - Display!

**You print it, you wrap it, you hang it – and everybody wants one!**

Until recently making a gallery wrap, with stretcher bars, glue and staples, was a specialist's job. It took time, expertise and it could be expensive. With JetMaster, tough, lightweight gallery wraps can be turned out in minutes, using just a craft knife or scissors and a cutting board. No special assembly skills are required. The base is a pre-cut, laminated self adhesive board; simply press flat your print, fold and trim. No bubbles, no untidy corners, no staples and no hooks. A fully

assembled JetMaster 'gallery wrap' is so light it can be hung from just one tack.

JetMaster provides a premium display option that is simple and cost effective. The days of outsourcing the stretching and fixing of canvases for gallery wraps are over. The benefits to you are, of course, less time, lower cost and the ability to offer your customer genuine one-stop shopping. Take control with JetMaster.

- Easy Assembly Photo Wrap system
- JetMaster is available in the following sizes: **US Letter / A4 / A3+ / 12x16" / 16x20"**
- Easy to assemble
- Professional look and feel
- Sturdy and lightweight
- No expensive tools required
- Affordable
- Recyclable
- Step-by-step instruction sheet included



[www.jetmaster-systems.com](http://www.jetmaster-systems.com)

