

## **Press Release – November 2007**

### **Keeping it (brilliantly) simple: Harris Fogel exhibition on FibaPrint Ultra Smooth Gloss at the Academy of Fine Arts, Warsaw, from 19 November**

Why wouldn't Harris Fogel choose Innova Art's award-winning FibaPrint Ultra Smooth Gloss 285gsm for his new exhibition at the Academy of Fine Arts, Warsaw, which opens on 19 November?

Fogel has been a leading advocate of new technology for more than 25 years. As the host and executive producer of Mac Edition Radio, he has been reporting on the latest advances in IT, digital imaging software and hardware beginning with the Apple //c in 1984. He was bound to be interested in Innova Art's FibaPrint paper, a digital photographic paper that emulated and even surpassed traditional fibre-based darkroom papers; a paper so advanced that the Technical Image Press Association (TIPA), a body which represents 31 magazines and eight million readers in the photo and imaging sector across 12 European countries, introduced a new award of 'Best Independent Inkjet Paper' in recognition of its revolutionary properties.

Fogel is also one of the USA's most eminent contemporary photographers and photographic educators. He is the former Chairman of the Media Arts Department (Photography, Film, Animation & Digital Video) and an Associate Professor of Photography at The University of the Arts in Philadelphia. His work is widely exhibited and is held in numerous and highly prestigious public and private collections. These include The Metropolitan Museum of Art in New York, The National Museum of American Art at the Smithsonian Institution in Washington, D.C., the International Center of Photography in New York, the Los Angeles County Museum of Art, the High Museum of Art in Atlanta and the Bibliothèque Nationale, Paris, France.

Fogel's images range across landscape, portraiture and reportage; they express powerful sentiments, intimacy and grand desolation. As a technologist, he is interested in the cutting-edge; as an artist, his choice of substrate is based on its ability to help him realise his vision. FibaPrint, a quantum leap in terms of digital reproduction, a brilliant combination of art and science, offers him both.

*"I have been photographing in color with an 8x10-inch view camera for the past 20 years, and I was always frustrated trying to print the extraordinary range of detail, tone, and texture that such large format images can possess," said Fogel. "The new Innova fiber-based digital papers such as the new FibaPrint Ultra Smooth Gloss have the look and feel of the papers I grew to love in the darkroom, and with the latest in printing technology, they offer the ability to hold even the subtlest details in the image, and the reproduction of colors and tones are unmatched. The surface is gorgeous and wonderful to print on, and the paper has the feel of air-dried fiber prints from the darkroom. I've never seen my images look so good!"*

Harris Fogel will be in Warsaw November 16-25th to Chair the Jury of 2nd Biennial of Media Art Competition and open an exhibition of his works at the Academy of Fine Arts on November 19th. [http://poland.usembassy.gov/poland/current\\_amexperts/harris-fogel.html](http://poland.usembassy.gov/poland/current_amexperts/harris-fogel.html)

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For more information on Innova and FibaPrint Ultra Smooth gloss 285gsm, please follow the link to our website: <http://www.innovaart.com/en/fibaprint.html> or contact our marketing department on the details below.



Above left: ***Kudzu, No. 1, Near Atlanta, GA, c. 1987 – 1991***

(One of the *Kudzu* series from the *A Few American Cultures* project)

Digital Inkjet Print, 2004

Above right: ***Thomas as James Bond, Anaheim, CA, 2003***

Digital Inkjet Print, 2004

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*Innova Art is based in Epping, UK, and has offices in Europe, USA and worldwide distributors. For further details, please contact: e-mail: [marketing@innovaart.com](mailto:marketing@innovaart.com), Tel: +44 (0) 1992 571 775, Fax: +44 (0) 1992 571 776.*