

## What is a Giclée?

In its most basic definition, giclée is a French term for “to spray” or “to squirt”. It references the process that an inkjet printer uses to reproduce fine art or photography to create individual copies of the original piece. It is important to note that not all inkjet prints are giclée prints. With giclée printing, you can expect a higher quality product that lasts forty years without deterioration. To maintain the integrity of a giclée print on paper, it is important to protect the work behind glass. An acid-free mat and quality-frame are recommended as well

Giclée prints can hold their value just as well as the original artwork itself. This is especially true for limited edition giclée prints which can even grow in value over time.

ART TO KEEP is mostly printed on high-quality Hahnemühle paper, that is used by professional painters, graphic artists, illustrators, bookbinders, photographers and printmakers who demand the highest quality.

Your high-quality Hahnemühle print is given a special accent with a white border. The authentic art paper of the Hahnemühle brand continues to be extremely exclusive and is mainly used for limited art prints and exhibitions.

C-type prints are continuous tone, meaning they can produce subtle colour gradients, shadow detail and a 3-dimensional photographic feel that a giclée would find hard to match.

However, giclée photographic prints can surpass what can be achieved with C-type in terms of colour gamut, which really helps if the image has strong saturated colours. There is also a much wider range of papers from highly textured to uncoated, that are not available for the C-type process.

We use the following papers

- Fuji Matt: Great versatile paper that works well with all photographic images. It is coated with a slightly stippled texture to give a very natural photographic finish with subtle colour.
- Fuji Gloss: The gloss finish accentuates the colour to give a punchy rich feel. Compared to the Matt, it gives the image more contrast, glossiness and pronounced colour, whilst maintaining accurate reproduction.
- Fuji Flex: This ultra-high gloss paper has a plastic feel with a warm base colour, producing luxurious rich colours as well as deep blacks and high visual contrast.
- Kodak Metallic: Has a rich metallic base giving the colours a reflective 3-dimensional feel. High mid-tones and highlights add luminosity and iridescence.