

PHOTOGRAPHER ARIEL CARLOMAGNO CAPTURES THE HEART OF A NATION WITH HELP FROM HP



“When you arrive somewhere to take your first picture, it’s a very intimate moment between you and the location,” explains renowned Argentinean photographer Ariel Carlomagno. “You become connected to your surroundings.”

It’s a feeling that Carlomagno knows well. Travel—and those moments of discovery—have become an essential part of his photography. “I am a photographer, but traveling is my life,” he says.

Most recently Carlomagno, a *National Geographic* photographer and member of the HP Experts & Mentors program, completed an eight-month journey around Mexico in honor of the country’s bicentennial year of independence. The result: *Latidos de México*, or *Heartbeats of Mexico*.

“What motivated me to go on this trip, more than simply paying a tribute to Mexico,” he says, “is a desire to use my camera to help people get to know one another, to celebrate the richness that stems from diversity.”

“It’s important to reach people,” Carlomagno adds. “Printing is the part that allows you to share. It’s the bridge between you and other people,” he explains. “The HP Designjet Z6200 Photo Printer enables me to do exactly that.”

Perfecting the portrait

From starlit ruins in Oaxaca to the weathered face of an elderly woman in Chihuahua, Carlomagno’s photos intimately portray the heart of Mexico’s past and present.

“As a photographer, I keep moving in search of the perfect portrait; this very intimate, close encounter,” says Carlomagno. “And I’m successful when I create that link, that empathy, and obtain those intense textures. I want all of that expressed in the print.”

According to Carlomagno, the HP Designjet Z6200 has proven to be the perfect tool to produce his images, many of which are portraits.

“Faces have lots of subtle differences in tones and textures,” he explains. “I want to capture that perfectly in digital prints. What I’ve noticed in the prints from the HP Designjet Z6200 is the vividness of the colors. I need a wide color gamut, and this printer gives me that.”

The HP Designjet Z6200’s 8-ink printing system, featuring new pigment-based HP Vivid Photo Inks, delivers the photo quality Carlomagno’s stunning images demand. And the chromatic red included in the 8-ink system captures the rich, warm tones the artist is known for.

“The warm tones are actually a great test of the printer’s technology, including the red ink. The prints reproduce the warm tones, the contrast and the textures in the faces perfectly.”

Blending art with logistics

Once his eight-month journey was complete, Carlomagno had only a few weeks to prepare for an exhibition of *Latidos de México* in Mexico City. While the photographer regularly posted updates



CHALLENGE

- Photographer Ariel Carlomagno needed a way to create 100 stunning fine art prints of his latest work, *Latidos de México*, or *Heartbeats of Mexico*, in record time—with minimum reprints—for an ambitious outdoor exhibition.

SOLUTION

- Carlomagno, a member of the HP Experts & Mentors program, turned to the HP Designjet Z6200 Photo Printer with HP Vivid Photo Inks.
- He also relied on HP Premium Instant-dry Satin Photo Paper for the exhibition's prints.

RESULTS

- The spectacular exhibition prints captured the rich, warm tones the artist is known for. They also brought lost civilizations to the city, creating a cultural experience that helped unify the public during Mexico's bicentennial celebration.
- The speed of the printer also allowed Carlomagno to meet the production deadline for the 100 large-format prints needed for the outdoor exhibition in Mexico City.

and images to his website, www.latidosdemexico.mx, during his travels, the exhibition would give millions the opportunity to see his stunning work in person.

The outdoor exhibition, which took place along a one-mile (1.5 km) section of the city's extensive Chapultepec Park in December 2010, featured 100 large-format prints of the artist's work, each measuring 4 x 6 feet (1.2 x 1.8 meters).

Carlomagno knew he could count on FineArt, Mexico City's leading fine-art printing company, and the HP Designjet Z6200 to produce the high-quality prints in just a few weeks.

"The logistics of getting everything printed and in the right place on time was daunting," he says. "The speed of the printer gave me more room to maneuver, more time to decide which images to include."

The HP Designjet Z6200 and HP Vivid Photo Inks also helped ensure that Carlomagno achieved the exact colors he required. "For the *Latidos de México* exhibition, I wanted the photographs to form a mosaic of very diverse colors."

Carlomagno also worked with HP, one of the

exhibition sponsors, to select the optimal paper. "I chose HP Premium Instant-dry Satin Photo Paper, because it offered the sharpness and contrast I wanted," he explains.

"To prepare for this exhibition, with its number of images, its format and the number of visitors in the outdoor venue in Mexico City, was very gratifying," he reflects. To date, more than 5 million visitors have passed by the exhibition.

Closing the cycle

Where Carlomagno heads next is uncertain. "I just go," he says. "I take what life offers me without searching, without planning." While his future is unknown, it's clear that when it comes time for the photographer to print his next work, he'll turn to HP Graphic Arts technology.

"The print is like meeting the origin of my object of photography again. It's the closing of a cycle. You begin to understand that the whole effort was worth it," Carlomagno explains. "The technology HP gives me through the Z6200 meets the complexity of my work, my expectations—in fact, it exceeds my expectations."

"Printing is the part that allows you to share. It's the bridge between you and other people."

— Ariel Carlomagno, Photographer

To learn more, visit www.hp.com/go/graphicarts

©2011 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

4AA3-3152ENW, April 2011

HIT PRINT

