



THE NATIONAL MUSEUM OF SERBIA PRESENTS OUTDOOR EXHIBITION USING HP LATEX PRINTING TECHNOLOGIES



Established in 1844, the National Museum is the largest and oldest museum in Serbia and is home to more than 400,000 objects, including many foreign masterpieces. However, it has been closed for more than eight years for a major renovation project and unable to showcase any permanent exhibits. Whilst the renovation is underway, management has been keen to explore new ways to connect the local populace with the wealth of artwork and culture within its walls.

Bringing priceless art to the streets

"We have perhaps the best and most valuable collection in the Balkans but most of it has been behind closed doors, so we wanted to raise awareness of our masterpieces and enable locals and tourists alike to connect with culture," explains Tatjana Cvjetičanin, director, National Museum of Serbia. "One of the patrons of the Museum had been in Moscow and seen how an outdoor exhibition had been a hugely successful way of engaging people with art. She approached the Museum with a key patron her Royal Highness Princess Jelisaveta Karadjordjević to see whether we could follow the same initiative."

Ms Cvjetičanin discovered that HP had provided the printing technology to enable the Moscow exhibition, as well as similar events in London, New York and Barcelona. She contacted HP to see if there was interest in supporting her Project Art Tour vision for Belgrade. To HP, cultural outreach programs are an important part of its corporate philosophy, so the local team in Serbia was eager to get involved. The museum also contacted the local

authority, the municipality of Stari Grad, to ensure it had the appropriate permissions for a public exhibition in a designated heritage area.

"Usually it can be quite a challenge to get all parties enthused and eager to help, but in this case there were no bureaucratic hoops to jump through or red tape to navigate. From the outset everyone was committed to making it happen," adds Ms Cvjetičanin. "Also involved was her Royal Highness Princess Jelisaveta Karadjordjević – whose family has a long and illustrious association with the museum."

Having secured the participation of key stakeholders, the next step was to identify which artworks to reproduce and where to display them. The team at the museum worked with HP to identify which digital images in its library were sufficiently high resolution to be reproduced to full scale and then selected 33 of the most valuable for the project. These reflected both Serbian and wider European art, including works by Picasso, Renoir, Mondrian, Monet and Pissarro.

Immersive culture on every corner

Using the HP Designjet L25500 Printer, HP Satin Canvas and HP Latex Inks, the museum created life-size, high-quality art reproductions and framed them to replicate traditional materials. The finished product is near indistinguishable from the original and can be displayed outdoors. As a result, the main thoroughfare of Belgrade's old town is now lined with lifelike paintings that bring a touch of culture and color to daily life.



PROGRESSIVE
PROFITABLE
PRINTING



“Project Art Tour has transformed the streets of Belgrade’s old town, bringing culture to life. We couldn’t have done it without HP and their amazing reproductions of our collection.”

Manel Morera
general manager
Nivell Publicitari

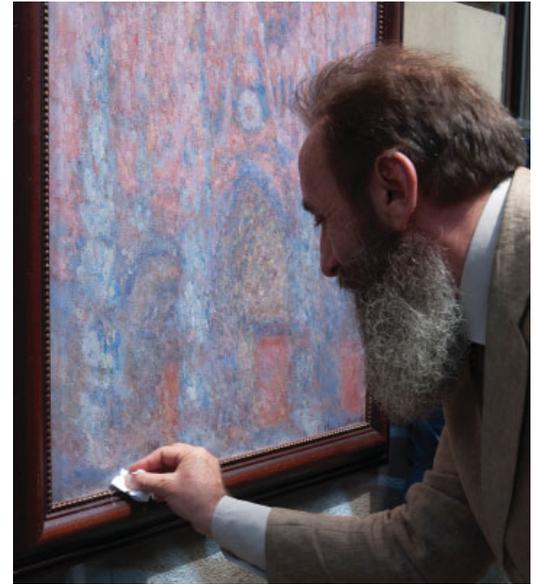
“The most amazing thing has been people’s reactions to the artwork. The HP reproductions are so incredibly realistic that passers-by often stop and stare for minutes on end, as if they cannot believe such beautiful paintings can be hanging in the street,” says Ms Cvjetičanin. “It is only when you get really up close that you realize these are not the genuine article. It has become the perfect vehicle to showcase the museum’s collection and get people excited about art and culture.”

Another partner on this project is mobile telecommunications provider Telenor, which developed a 42-minute audio guide to the exhibition. Using modern mobile technology, it allowed people to dial a number and listen to the history and provenance of the masterpieces on display. During the first week, over 300 people took advantage of this feature. Additional information on each work can also be received via SMS, making this a truly immersive and interactive educational experience.

Masterpieces on demand

HP has also loaned an HP Designjet Z6200 Photo Printer to produce high-quality reproductions of any painting in the collection for consumers, allowing the project to extend itself beyond the period of the exhibition. By the end of the year, the museum hopes to have a website allowing people to easily select and pay for these prints, giving everyone the opportunity to have a national treasure on their wall.

“It is hard to put into words the impact the Project Art Tour has had,” concludes Ms Cvjetičanin. “With HP’s help, we have been able to virtually open our doors, brighten up the daily lives of our citizens and bring a little culture to the streets of Belgrade.”



AT A GLANCE	CHALLENGE	SOLUTIONS	RESULTS
<p>Industry sector: Wide Format Graphics</p> <p>Business name: National Museum of Serbia</p> <p>Address: Trg Republike 1a, 11000 Belgrade, Serbia</p> <p>Tel: +381 11 330 6000</p> <p>Web: www.narodnimuzej.rs</p>	<ul style="list-style-type: none"> • Bring the National Museum of Serbia’s collection of priceless artworks to the streets of Belgrade. • Develop high-resolution reproductions that could be protected and exhibited outdoors. 	<ul style="list-style-type: none"> • HP Designjet L25500 Printer • HP Designjet Z6200 Photo Printer • HP Satin Canvas • HP Latex Inks 	<ul style="list-style-type: none"> • Famous paintings by Picasso, Renoir, Mondrian, Monet and others now grace the main thoroughfare in Belgrade’s old town. • People can listen to a 42-minute audio guide to explain the history of each piece and artist. • Consumers will be able to select paintings online and have high-quality reproductions delivered to their door.

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



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