

# Chance, Luck & Accident exhibition showcases the talents of multiple artists working with HP Latex Printing Technologies



## At a glance

**Industry:** Professional Photography and Graphic Design

**Business name:** Singapore Artists

**Headquarters:** Singapore

**Website:** facebook.com/ChanceLuckAccident

## Challenge

- Artists involved in presenting their work at the Chance, Luck & Accident exhibition in Singapore needed a way to print on a wide range of materials quickly and without compromising on quality.

## Solution

- Artist Wendy Tan turned to the local HP team for advice and was recommended to use HP Latex Printing Technologies, which offered stunning color reproduction on a wide variety of media.

## Results

- HP provided hundreds of different pieces printed on different media including synthetic leather, eco-cotton, canvas and silk.
- The quality of the prints is so fine that many visitors mistook them for original hand-painted artworks.
- Durable, waterproof inks ensure that the prints on display will last and withstand environmental pressures.



“We are delighted with the print quality, durability and flexibility provided by HP Latex Printing Technologies. It has helped bring the exhibition and our artistic vision to life.”

– Wendy Tan, multi-disciplined artist, Singapore

Chance, Luck & Accident is an exhibition of contemporary artists and designers working in typography, illustration, electronic art, craft and sculpture. Fascinated by the endless permutation of ‘Chance, Luck & Accident’, five artists and designers – Soh Choi Yin, Chuan Khoo, Tay Swee Siong, Wendy Tan and Winnie Tan – explore the path of this interrelated yet chaotic process in their contemporary works. Letters, objects, illustrations and shapes are transformed and disoriented from our most familiar experiences, randomness no longer becomes random, and the outcome emerges as a serendipitous definition of the order and structure of the world we live in.

## Embracing new print methods

These artists were eager to explore the potential of printing on different media to bring their works to life in the most compelling way possible. As luck would have it, Wendy Tan knew a HP print specialist who recommended using HP Latex Printing Technologies, which uses a six-color printing system with HP Latex Inks that produces rich hues and vibrant tones. HP agreed to undertake the printing of the artwork<sup>1</sup> and also provided sponsorship for the exhibition.

Wendy Tan is a multi-disciplined artist with expertise in various mediums ranging from traditional oil/acrylic painting to digital art and animation. She explains why HP was the natural partner for this event: “We met with the HP team and they showed us all the different media with which we could experiment. Being able to move beyond canvas to leather, silk and eco-cotton was very exciting and we quickly saw the enormous potential offered by the HP Latex Printer.”

## Optimal quality at high speed

However, turnaround time was an issue. With just one month until the exhibition was scheduled to open, the artists needed to ensure that the finished prints matched their artistic vision. Each artist supplied digital files to HP, which then printed to the specified material. In the case of any edits to the color scale, each artist could make their own tweaks and send it back to HP for a reprint. Thanks to the HP Latex Printer’s ability to produce 1200 dpi images quickly and accurately, it was able to ensure everything was ready in time for the show.

“The quality of the print is excellent – you honestly couldn’t tell my work was printed to canvas because it seemed so much like an original painting,” adds Tan. “I submitted four canvas and four synthetic leather pieces for the exhibition and the feedback was incredibly positive.”

## Unusual applications

Soh Choi Yin is an illustrator and graphic designer who has received a Young Designers Award and has exhibited in Singapore and Sydney. Her work begins with a series of sketches of people from all walks of life which she has been building for ten years. More recently, she began printing these images to individually hand-sewn handbags to create stylish and unique accessories so she is well aware of the challenges of printing to unusual materials.



“I have been selling the handbags online in the US so I have experience of the varying quality of different printers. With HP, the colors are brilliant and the quality comparable to a canvas print,” says Soh. “It has inspired me to have my bags printed using HP leather material.”

## Durability and fidelity

Different types of media invite different challenges – the canvas prints must be stretched without losing fidelity while inks used must be able to withstand environmental factors. Again, HP excelled in the quality of the recommended ink and media.

“The prints are extremely durable and proved very popular at the exhibition,” continues Soh. “It also gave me inspiration for other unusual items that could be printed too. The technology now exists for us to print so flexibly, to so many types of surface that the only limit is our imagination.”

## Future plans

Following the success of the Chance, Luck & Accident exhibition, the artists are already considering putting together another showcase for their varied talents and looking forward to new methods with which to experiment.

“I can’t wait to collaborate with HP again because the entire experience was so enjoyable and the end product was top quality,” comments Soh. “I’m developing a new series that will be printed to fabric and incorporate LED lights that are responsive to movement. Hopefully, we can get HP involved once again.”

“My next step is to get my artwork into a lifestyle boutique but I will never mass-produce my work and each piece will remain a unique one-off. We expect HP to also play a critical role in the next exhibition we plan,” concludes Tan.

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1) HP supplied the use of HP Latex Printing Technologies free of charge for the exhibition.

