

# Over 50,000 visitors enjoy the exhibition 'Bishnois Ecologists since the 15th Century' created on HP Designjet Photo printers



## At a glance

**Industry:** Professional Photography and Graphic Design

**Business name:** Franck Vogel

**Headquarters:** Paris, France

**Website:** [franckvogel.com](http://franckvogel.com)

**FRANCKVOGEL**  
PHOTOJOURNALIST

## Challenge

- Create Fine Art photographic prints for exhibition 'Bishnois Ecologists since the 15th Century.'
- Offer durable, Fine Art quality prints that collectors and museums can confidently purchase.
- Create 'Bishnois Ecologists since the 15th Century' exhibition catalogue.

## Solution

- Produce colour photographs on the 12-colour ink HP Designjet colour Z3200 Photo Printer.
- Print black and white photographs on the 8-colour ink HP Designjet Z6200 Printer.
- HP Instant Dry Satin Photo Paper for exhibition quality Fine Art prints.
- Exhibition catalogue and limited edition Fine Art Bishnois book printed on an HP Indigo digital press.
- Limited edition Fine Art prints created on Hahnemühle FineArt Baryta 325 using HP Designjet Photo printers.

## Results

- 50,000 plus visitors in first month to Bishnois photo exhibition printed on HP Designjet Photo printers.
- Brighter reds, more faithful colours, plus greater depth and detail captured in black and white photos, exceed quality of previous traditional Lambda process.
- Photo durability exceeds previous traditional Lambda process to ensure collectable value.
- Affordable catalogues, books on-demand and limited edition Fine Art book sales create revenue opportunity.
- Faithful and consistent replication of exhibition prints anywhere in the world using HP Designjet Photo printer multiplies exhibition opportunities.

“There is an amazing difference between the prints on the HP Designjet Photo printers for this exhibition and the same photos printed in the past on the Lambda at my old photo lab. These prints have more intense colours, a greater depth and capture more detail from the photo than ever before.”

– Franck Vogel, photo-journalist, Paris, France

The ‘Bishnois Ecologists since the 15th Century’ photographic exhibition in India has attracted over 50,000 visitors since its opening and was curated by Nupur Tron. The Mehrangarh Fort in Jodhpur, India, is the remarkable setting for this photographic tribute to the Bishnois community and their contribution to nature and humanity, by Franck Vogel, an international photo-journalist. In 2006, when he heard about the Bishnois community in India, the world’s first environmentalists, he set out on what was originally a photo-reporting assignment, and that has since become an acclaimed photographic work published all over the world.

### Fine Art photographic prints tell the story

“I have a special relationship with my photos. I have seen my photos so many times and there is a story behind every one,” Vogel says. “There is an amazing difference between the prints from the HP Designjet Photo printers for this exhibition and the same photos printed in the past on the Lambda at my old photo lab. These prints have more intense colours, a greater depth and capture more detail from the photo than ever before. Most of the prints are from the same RAW file photos that I took in 2008,” Vogel explains.

When the exhibition came to India for the first time the HP Designjet printed 35 80cm x 100cm colour photos on the HP Designjet Z3200 Photo Printer and 18 smaller, black and white portraits on the HP Designjet Z6200 Photo Printer. The HP Designjet Z3200 Photo Printer is a 12-colour ink printer that can produce a colour gamut of 95 per cent PANTONE® coverage and long lasting gallery-quality prints. The HP Designjet Z6200 Photo Printer is an 8-colour printer offering remarkable black and white high quality photo images. All the photographs were printed on HP Instant Dry Satin Photo Paper and the exhibition catalogue was printed on an HP Indigo digital press. Vogel has donated the current exhibition to the Bishnois community.

### Colour and black and white photographic prints that come to life

“The red colour in the printed photographs has really come alive. It stands out and is more intense... more faithful than before. I can also really see the higher quality in the dark shades and in the blacks, especially in black and white photos. Another feature that adds to the Fine Art quality is you can print white too. The colours are a closer match. The black and white portrait of the old man is so intense for me. It’s a 2010 photo and he was in mourning at the time, and the printed photo conveys all the emotions,” Vogel recalls.

### Fine Art prints for collectors and galleries

“The quality I achieve today on HP Designjet Photo printers is better than I used to get on the Lambda at my old photo lab. In the past, the traditional lab I used produced a 2 x 1.5m prints on a Lambda and they then had to be laminated. I have had a photo from the Bishnois collection printed on the HP Designjet Photo printer hanging on my wall at home in full sunlight for the last four years. The colours are as bright and true as the original photo and haven’t changed since the day it was printed,” Vogel says, adding, “My photos printed on the HP Designjet Photo printer have achieved greater durability than the same photographs printed using traditional photo printing techniques.



“Everything is so much easier than before for photographers wanting to print Fine Art photographic prints. You can control the creative process without having a science degree. I remember trying to calibrate colours for the prints a few years ago and it seemed so complicated. With the HP Designjet Photo printers everything is now so easy and you get a match that satisfies the professional eye,” says Vogel.

Vogel has his limited edition Fine Art prints for collectors produced by his Paris gallery at a photo lab that uses an HP Designjet Photo printer on Hahnemühle FineArt Baryta 325. These limited edition prints are generally 50 x 75cm and 80 x 120cm and limited to 12 copies that Vogel signs and records in a register.

### Creative and commercial success - also thanks to HP

“I remember being amazed by the quality of the six 16 x 6m printed boards for my first exhibition in 2011 in the Paris underground. HP printed it using HP Latex Printing Technologies and made sure that the materials used were also recycled. The elimination of solvent inks and recycling of the printed material seemed like the only way to pay tribute to the Bishnois culture and promote greater sustainability,” Vogel states.

Over 12 million visitors saw the works displayed in the Parisian Metro stations in 2011 (Montparnasse) and 2012 (Luxembourg). Vogel also wrote and co-directed a 52 min documentary film for France 5, “Rajasthan, l’âme d’un prophète” (The Bishnois, India’s eco-warriors), broadcast in June 2011. The film was awarded the Phoenix d’Or 2011 and the Terre Sauvage Award 2013. The collection was also included in GEO magazine’s celebration of its special 30th anniversary edition in 2009.

Vogel has also created three photography books on the Bishnois collection. One is a Fine Art edition printed in limited numbers, the two other are editions (book and magazine) that are printed to order even in a single copy. Reflecting the success of the exhibition, sales of the on-demand version have spiked to 50 a month. It is also popular at conferences that Vogel is invited to speak at. Both books are printed on a HP Indigo Press. An Apple iPad® version is also available for download.

“I dedicate a lot of time to promoting the Bishnois culture and thanks to the HP Designjet Photo printers I am currently examining offers to reprint and display this exhibition at other locations, with the opportunity to sell prints too,” Vogel concludes.

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