

UNESCO World Heritage Site exhibition by TTF captures audiences with large format photographs produced on the HP Designjet photo printer



At a glance

Industry: Professional Photography & Graphic Design

Business name: Tybjerg Tekst & Foto (TTF)

Headquarters: Aarhus, Denmark

Website: ttf.dk



Challenge

- Create photographic prints for UNESCO World Heritage Site exhibition.
- Offer durable, quality prints that last for the duration of the multi-year exhibition.
- Offer scientists photographic documentation of Wadden Sea seal population.

Solution

- Print colour photographs on the HP Designjet Z3200 Photo Printer with its 12 Original HP Photo Inks.
- Achieve exhibition quality prints on HP Instant Dry Satin Photo Paper.

Results

- Powerful impact of photos printed on HP Designjet Photo printers to tell positive stories.
- Photo prints deliver more faithful colours, depth and greater detail, to exceed quality of previous traditional photo printing processes.
- Photo durability rating offers confidence to ensure unaltered photo quality over time.
- Affordable large format photo prints increase commercial opportunities.

“The message I want to convey in a photo and the effect I want to achieve are extremely important and determine the success of the message. On the HP Designjet Photo printer, results match my expectations exactly. The large format photos it prints are 10 times better than photos printed using traditional technologies.”

– Casper Tybjerg, photo-journalist, TTF, Denmark



“As a photographer I want to tell positive stories about the world we live in and the impact of a story in print is even greater,” says Casper Tybjerg, managing director of Tybjerg Tekst & Foto (TTF). Tybjerg was named best Danish nature photographer by Canon, WWF, and the Danish newspaper Jyllands-Posten at just 24, and in 2006 he was chosen as the first Danish Nikon ambassador ever.

“I use a Nikon D810, 36.3 megapixel camera with some amazing lenses. I used to try and evaluate my pictures on a 27-inch screen. I had to zoom in and out to see the detail. There is a lot more value in my pictures than a computer screen can show. When I was visiting a customer, I would show my photos on my laptop but it was like looking through a keyhole. Size matters. After seeing HP Designjet photo printers at a tradeshow, I believed customers would be more impressed by large photo prints,” explains Tybjerg of the HP Designjet Z3200 12-ink Photo Printer he saw then and now uses, adding, “When I showed them my large format photo prints, they were!”

TTF, a family-run journalism and photography business based in Aarhus, Denmark, communicate on topics such as lifestyle and travelling, natural science, economy and politics. TTF customers comprise media outlets, public institutions, business and NGOs, including UNESCO.

UNESCO's World Heritage Site documented in large format prints

As a photographer for UNESCO, Tybjerg was invited to document the seal population and its unique habitat in the Wadden Sea region between Holland and Denmark, placed on the list of UNESCO's World Heritage Sites. Tybjerg underlines the impact of print on the project. “One of our aims at TTF is to communicate the unique qualities of the environment and illustrate why its protection is of paramount importance. For the Wadden Sea project I took photographs of the two species of seal populations from a plane. When I printed the photographs in large format on the HP Designjet Z3200 Photo Printer the scientists were amazed by the detail. You couldn't see that level of detail from the full scale photo on screen,” Tybjerg explains.

Wadden Sea photo exhibition tells visitors the story

“The impact of a story in print is so powerful, particularly for the local population or visitors to a site,” emphasises Tybjerg, adding, “The message I want to convey in a photo and the effect I want to achieve are extremely important and determine the success of the message. On the HP Designjet photo printer, results match my expectations exactly. The large format photos it prints are 10 times better than photos printed using traditional technologies.”

Tybjerg describes the challenges of creating exhibition quality photographic prints. “I can dedicate an enormous amount of time to capture each moment on camera. Every detail has to be exactly right for the story I want to tell. When I print the photo, I have to get an exact match of the photo I took – the light, the shadows, the contrast, the colour – it's all about quality and the HP Designjet photo printer gives me that. It's so easy.”



The exhibition comprised 60 printed photographs on display for at least 10 years. Tybjerg reflects on the confidence HP's 200 year display permanence rating¹ gives him. “As the printed photos will be hanging for a long time their durability is extremely important. The colour in the photos printed on the HP Designjet and on HP paper will not fade in that time,” he explains.

Photos were printed in large format on HP Premium Instant-dry Satin Photo Paper and mounted on 3 mm PVC and placed in black, wooden frames. “At TTF we have found that the HP Instant-dry Photo Paper gives us the best printed results to capture all the qualities of my photographs - the ink on the media matches the colours in the photo perfectly,” Tybjerg says.

Size matters – customers engage with more enthusiasm

“Customers are showing a greater willingness to purchase my work since I started showing them the large format photos produced on my HP Designjet Photo printer. My work is about quality as opposed to quantity and customers are engaging with large format prints with more enthusiasm,” Tybjerg says. “Sometimes it feels a little like the 'virtual' world is overrunning our lives. With Instagram, Facebook, Twitter, there are millions and millions of pictures circulating. Sitting on a sofa with a child or grandparent, flipping through a photo album, is a unique experience. There is a similar sense of awe when I visit a customer with a 60 centimetre-wide photo print - they are really impressed. As a photographer, HP is giving me more powerful tools to spread my messages,” concludes Tybjerg.

¹) Display permanence rating for interior displays/away from direct sunlight by HP Image Permanence Lab, and by Wilhelm Imaging Research, Inc. on a range of HP media and based on HP Vivid Photo Inks. For more information, see global.BMG.com.hp