



## Fundación Consejo España – Estados Unidos reproduce valuable historic maps and documents in exquisite detail

The Designing America Exhibition is a spectacular art show that explores the influence of Spain in the foundation of several key American cities. The brainchild of the Fundación Consejo España – Estados Unidos, which aims to promote business networking between the two countries, the exhibition first took place in Madrid and recently opened in Washington DC. The centerpiece of the show is the display of centuries-old maps which provide a unique insight into Spain's architectural and urban cultural legacy in the US.

### DESIGNING AMERICA

Spain's imprint in the U.S.

**Industry sector:** Professional Photography & Graphic Design

**Business name:** Fundación Consejo España – Estados Unidos

**Headquarters:** Madrid, Spain

**Interviewee:** Manuel M<sup>a</sup> Lejarreta, secretary general,  
Fundación Consejo España – Estados Unidos,  
organizer of the exhibit

**HP solution:** HP DesignJet Z6800 Photo Production Printer,  
HP Indigo 10000 Digital Press and HP Latex printers

**Website:** [designing-america.com](http://designing-america.com)



## Challenge

“This exhibition showcases a lot of historical documents, maps and cartography. Unfortunately, the 300 year old originals could not be transported because they are fragile and very valuable. We were looking for a company with all the technological requirements to be able to reproduce them in the most accurate way.”

Manuel M<sup>º</sup> Lejarreta, secretary general, Fundación Consejo España – Estados Unidos, organizer of the exhibit



## Bringing old maps to life

The Fundación Consejo España – Estados Unidos is committed to strengthening the connection between the two countries. Wanting to bring a popular exhibition from Madrid to Washington DC posed a huge challenge since the documents and maps used in the show are valuable, old and incredibly delicate. The Fundación turned to its existing technology partner, HP, for assistance in reproducing accurate versions to be used on the road.

“The relationship between Spain and the United States has deep roots and in the 21st Century I think we are obliged to reinforce these relations,” explains Manuel M<sup>º</sup> Lejarreta, secretary general, Fundación Consejo España – Estados Unidos, organizer of the exhibit. “We feel that our common shared history is not sufficiently known, so we need to make some efforts to show the public that we have common roots in the past.”

Given the national significance of the material, transporting them to the US for the show’s next leg would be costly and high-risk.

“The main element of this exhibit are the maps and cartography elements,” adds Lejarreta. “Unfortunately, it is very difficult to bring the physical representations here.”

The Fundación needed to produce accurate and exact reproductions of the material for use in exhibitions to be held in Washington DC and Houston, Texas. As HP is the Fundación’s technology partner, it was the first port of call for a high-quality print solution. It also needed to create catalogs, banners, flyers and postcards for the event.

## Solution

“We chose HP because it is one of the leading companies in the world and we wanted to have the best technology applied to this exhibition. HP fulfilled all the requirements, including catalogs, banners, flyers and postcards, as well as HP displays and computers, and had a wonderful attitude to cooperate as much as possible.”

Manuel M<sup>º</sup> Lejarreta, secretary general, Fundación Consejo España – Estados Unidos, organizer of the exhibit



## Quality combined with speed

The Fundación used an HP DesignJet Z6800 Photo Production Printer to print pin-sharp, large-format replicas that could be used in the US exhibitions. This is the industry’s fastest 60-inch graphics production printer, offering unrivalled print quality.

“We had a big challenge with this exhibition because the lines and text are sometimes very thin,” says Helena Herrero, managing director, HP Spain and Portugal. “The maps show a lot of detail such as city names, so the tones in the maps need to be clear. The best technology that HP has for that is the DesignJet technology.”

HP partnered with local print service providers to produce all that was needed for the exhibition. RPG Square Foot Solutions produced the large format reproductions for the exhibition on its HP DesignJet Z6800 Photo Production Printer, Photo Communications created weather resistant banners with its HP Latex printers and Bennett Graphics used its HP Indigo 10000 presses to print postcards and other collateral. A range of media was used to ensure the best possible outcome.

“We used a combination of media for the exhibit, including HP Premium Vivid Color Backlit Film, HP Dupont Tyvek and HP Colorfast Adhesive Vinyl,” comments Mark Kadonoff, owner, RPG Square Foot Solutions.

## Result

“I feel satisfied and very proud of the Fundación and our sponsors. We are very happy because the work is really outstanding and impressive.”

Manuel M<sup>º</sup> Lejarreta, secretary general, Fundación Consejo España – Estados Unidos, organizer of the exhibit



## Faithful, accurate reproductions

By working closely with these select print partners using HP’s market-leading technology, the Fundación was able to produce incredibly detailed reproductions for the US leg of the exhibition. The advanced functionality of the HP printers ensured that these were as faithful as possible to the originals.

“One of the biggest benefits of the HP DesignJet Z Series is its embedded spectrophotometer which monitors color accuracy so we get consistency. Also, the chromatic red really increased the color gamut and made the colors stand out,” adds Kadonoff. “Finally, when we had black and white images, the transitions between the black and white for those images were excellent. There were almost no calibrations or adjustments that we had to do to get the results that they wanted.”

As far as the Fundación is concerned, the print quality is demonstrated by the reaction of visitors to the show. “Could you tell us whether they are original ones or copy? Well, that’s the proof that HP reaches the best level. We also needed to print some banners for outside use so HP did that in a very stunning way. We are really happy,” says Lejarreta.

The Fundación is expecting the exhibition to attract thousands of visitors as it makes its way across the US and is confident that each of them will find the reproductions indistinguishable from the originals.

“We expect to have a lot of people visit in the coming days and we are sure that the American public will be very satisfied with this exhibition,” concludes Lejarreta.



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