



Making Art Work

An Introduction to Giclée for Artists and Publishers

Gemini Digital Colour

Welcome to Gemini Fine Art

Here at Gemini Digital Colour we specialise in producing the highest standards of fine art printing.

Fine art printing or giclée printing as it is often referred is a service we offer to artists, galleries and publishers which allow us to produce limited edition prints of the highest quality using the finest quality art papers.

The word giclée is a French term, meaning "squirted". Not especially poetic in itself, it is the common name in the art world for the highest quality, colour inkjet printing on to specially-coated fine art papers and canvasses.

Giclée prints are in fact widely regarded as the highest quality reproductions currently available and as such are commonly found in museums, art galleries, and photographic galleries.

What sets the process apart is the ability to print on a wide variety of watercolour papers, canvas, and photographic papers that are similar to the materials used by the artist.

Our skilled fine art studio prides itself on its keen artistic eye and its meticulous attention to detail.

Combine this with Epson print technology, Hahnemühle fine art papers and canvas along with our colour management system and our technical expertise and the results are art prints that are virtually indistinguishable from the original artwork.

Our Epson fine art printers use 10 light-fast colours to deliver breathtaking accuracy in reproducing your original artwork.

This means superb colour matching, delicate tones and colour graduations are faithfully reproduced. The enhanced colour range means even the most vibrant of pigments can be replicated with great accuracy.

With the emphasis firmly on small print runs and limited editions, we cater for many self-publishing artists as well as leading fine art publishers.

We are here to make your art work for you and to assist more artists and publishers to get their work into print. Our aim is simple - to work as closely as possible with artists and publishers to create a genuine partnership and to develop a creative collaboration.

- Front Cover: 'Bullslaughter Bay' by Ceri Auckland Davies
- Opposite: 'Enfys' by Elfyn Lewis



The benefits of Giclée

- Our fine art prints deliver very high-quality reproduction with superb colour matching that accurately reproduces subtle tones and graduations giving the look and feel of the original artwork.
 - The beauty of giclée is that you can print as few images as you choose. The emphasis is firmly on small print runs and limited editions.
 - We work with you every step of the way to ensure that we achieve prints that surpass your expectations.
 - As each piece is individually produced, you control how many you wish to print, there-by keeping costs low and allowing you to explore the market with confidence and making your art work for you.
 - We can print your artwork on a variety of fine art papers, canvasses or photographic papers.
 - The longevity of our fine art prints have an archival rating in the 60-100 year range thanks to the use of Epson Ultrachrome Inks and our Hahnemühle papers and canvas, provided the prints are protected from direct sunlight.
 - Our Epson fine art printers produce incredible detail and brilliant colours. The image resolution is higher than with traditional lithography, resulting in crisp contrast with rich, intense colours.
 - Artists and galleries can now offer signed, limited edition giclée prints to customers who may not be able to afford high-priced originals, but the increased visibility can increase the value of the original, and help attract more gallery interest and revenue.
 - Fine art photographs look fantastic as giclée prints, and galleries that sell fine art photographs, especially large format photography, utilize giclée printing.
 - Digital art is rapidly emerging as a very popular form of art. Giclée printing is the perfect medium for unlocking the potential of your digital art, allowing you to also combine the digital print with traditional hand painting or 'embellishing' of the final print to add an extra individual touch.
- Opposite Page: 'October/Hydref' by Margaret Jones with kind Permission of Apecs Press



HYDREF

Artwork and Photography

The way we produce your fine-art prints is an art in itself - from photography and scanning to final image and colour manipulation and balancing through photoshop and our colour management system.

This is where our skills and experience come into their own - allowing us to work with you to produce the finest reproduction of your original artwork.

We use Apple Mac computers to master all files we receive. Our monitors are calibrated using a Gretag Macbeth Eye-One photospectrometer. We use this

same photospectrometer to produce our bespoke paper profiles. Quality control is monitored and assured throughout the process.

We have a VeriVide D50 daylight corrected light booth which yields the correct colours of your original under daylight conditions. We continually refer to your original artwork placed within this booth to assess colour accuracy on screen.

We aspire to bring excellence and quality to everything we do.

- Scanning and Photography costs are one-off charges, you will only have to pay them once.
- We automatically archive any image we produce on your behalf at no extra cost.
- If at all possible, we would like to have the original artwork for comparison and accuracy of colour matching.
- We also provide a Master CD/DVD for you with all your images, which you can use as a backup, for future reproductions or for use on your website.

Scanning Costs

Scan 12x8 **£10.00**
Scan 16x12 **£15.00**

Digital Photography Costs

Set-up (per session) **£35**
Price per image **£15**

We can work from:

- Original Artwork
- Transparency
- Good Quality Photograph
- CD/DVD
- E-mail/FTP

- Opposite Page: 'Caerdydd o'r Wenallt' by Anthony Evans



Giclée Fine Art Price Guide

Max Size - Inches	12x8	16x12	20x16	24x20	36x24
Max Size - Millimetres	305x203	406x305	508x406	610x508	914x610
330gsm Somerset Velvet	£6.80	£13.00	£22.50	£28.70	£60.00
310gsm Hahnemühle German Etching	£7.80	£14.50	£24.00	£31.00	£65.00
308gsm Hahnemühle Photo Rag	£7.80	£14.50	£24.00	£31.00	£65.00
410gsm Hahnemühle Monet Canvas	£8.50	£16.00	£26.00	£33.75	£70.00

These prices are for your guidance only. Please contact us for specific estimates, tailored to your individual requirements. Significant savings are available for larger orders and when reproducing several images at the same time. These prices include basic colour matching, machine set-up and a full colour A3 machine proof. Any further colour correction required may be charged at £25.00 per half hour.

Gemini Digital Colour Ltd

North Road
Bridgend Industrial Estate
Bridgend
CF31 3TP

Tel: 01656 652447
Email: info@gemini-digital-colour.co.uk
Web: www.gemini-digital-colour.co.uk

Contacts:

- Dominic Lee
- Kelly Jones

Purchase by Credit Card

Gemini offer credit facilities and accept all the following cards:



Please note that we are not responsible for insuring your work while in transit or at our premises.
Prices exclude delivery and VAT.