



## What is a “Fine Art” reproduction? Overview by Mark J. Harlow

*The term “Fine Art” is not a well define one. I’ve spent three decades in the fine art industry, reproducing traditional lithographs (better know as art prints) for other artists. In 2008, I retired from the lithography business to focus on doing my own “Giclee” prints and canvases. Let’s face it, the traditional art industry is in the tank. From gas stations to flea markets, to fine art galleries, artwork is everywhere. Everything from color copies, lithographs, photo prints and *consumer grade Giclee*” reproductions are being sold as fine art, which makes it *very confusing*.*

*Let’s take a closer look at the top three methods for reproducing an image or original artwork and we are talking printed media only.*

**#1) The lithograph.** In the time it takes us to print one 30” Giclee’ image print, you could print an *entire* 5,000 quantity lithographic print edition. *Think about that for a minute.* “Litho’s” (traditional art prints) are the most cost effective to produce (based on their size) and make up the majority of what you may see in galleries or at art shows. Lithographs are printed at 300 Dots per inch (compared to our 1,440), carry *no warranties*, and have little archival value (ink wise, not the paper). *A U.V. lined glass should be used on any lithograph*, to slow down the fading that will eventually follow.

**#2) Photo prints.** Have a higher archival rating and a better visual color dynamic range. Our Museum grade photo prints have a 100-year archival rating on the paper and 20-40 year archival rating for the image (depending on display environment). We use only the absolute best papers and materials available.

**#3) Giclee’** pronounced “zee-clay” is the best reproduction “*technique*” for fine art reproductions. Giclee’ is french for “spray of ink”. **By no means are all Giclee’ products created equal.** You may have seen the \$50.00 - \$100.00 drugstore/photo lab or on-line economy canvases, *which do serve an economical purpose.* Those are items *don’t compare* to the high quality Giclee’ products you may purchase from us. **We personally produced all Giclee’ prints and canvases in-house and to order, at 1,440 dots per inch, with the proper curing and treating techniques. You will not find a higher quality reproduction anywhere.**

Our paper Giclee’ prints take five days to produce, and canvases can take up to three weeks. All products are cured properly (2-5 days depending on humidity) and are treated with 1-3 coats of a U.V. protector, which have a 1-2 day additional *cure time between coats*. The end result are heirloom prints and canvases that have a Lifetime Warranty against picking, peeling, cracking and excessive fading. If you ever have a problem with my work, just let me know and it will be replaced. Our Giclee’ prints are certified for 80-years (ink and Paper) and the canvases are certified for 100-years for ink and canvas. **For us...it’s not about best price, it’s about perfection. We are producing the absolute finest art reproductions possible.**

Sincerely, *Mark J. Harlow*



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