



durst



*Practical
Application*

Big is Breath-Taking When Aaron Chang's Striking Photographs Can be Produced More Than 20 Feet Long

Panoramic Image of Kauai Applied to Single Piece of Tuff Glass

The offices of Capstone Advisors in Carlsbad, Calif., aren't unlike those of many other successful financial services enterprises – modern, spacious, comfortable, efficient – until your eye comes upon the mystical, room-length image of the island of Kauai on the wall. Some 24 feet long and five feet tall, the image is the only one of its kind anywhere in the world.

Adding to its uniqueness, its almost surreal quality, is the fact that the image was surface-printed onto a single length of rigid, 3/16-inch Tuff Glass material and slipped into a 24-foot light box mounted on one of the walls. This artistic and technological feat is a collaboration between legendary surfing / action photographer Aaron Chang, whose Aaron Chang Gallery in Solana Beach specializes in large-format photographic prints, and Paul Moebius of Digital One Color in San Diego, who is widely recognized for creative applications of the newest, most innovative digital printing technologies.

"One of our first sales was an 8-foot photographic print of my image of the NaPali coast," said Chang, who opened his gallery in February. "Alex Zikakis, a friend of my client, saw it and he wanted the same image for his offices, back lit in a light box. The venue gave us an opportunity to test the limits of how big and bold the image could be."

The panoramic image is actually four separate photos, digitally "stitched" together using Photoshop to create a single 1GB file. Chang took the images with a Canon EOS 1Ds Mark II camera from a boat anchored off the northwest corner of Kauai. The image file was turned over to Digital One Color, which printed it on Tuff Glass using a Durst Rho 600 Pictor UV inkjet printer – designed primarily for indoor and outdoor eye-level signage, but also popular among artists and photographers for high-quality, large-format reproduction, as well as its versatility.

"We knew Aaron's client wanted something special, something that would really stand out and dominate the space," Moebius explained. "We chose the Tuff Glass material because we could

surface-print directly onto it. We used the Durst printer because UV inks reduce glare and hot spots – it gave us a nice matte-finish look. It also has a precise belt-driven media transport system, so we weren't limited like you could be with a typical fixed print bed set-up."



As you might expect, an oversized project like this presented several oversized challenges. For starters, Chang said, "the client had only seen the 8-foot photograph of the image prior to printing it on the Durst, so needless to say expectations for color and image quality were high." Moebius noted that he and his team were handling a heavy, rigid panel of glass-like material 64 inches wide and nearly 25 feet long. It turned out that the toughest part was the installation, not the printing. "We fed the entire piece through the printer in one operation without a problem," he said.



It took about 45 minutes to print the image in a single pass with the Rho 600 Pictor operating in high-quality mode. The Digital

One Color team needed another 20 minutes to trim the image using a Zund L-2500 die-cutter.



For the installation, a crew of six required 18 hours to mount the light box and slip the image into place. A lot of care and effort were involved, and the results speak for themselves.

There's more to come. The client has said would like a new Aaron Chang photographic image gracing the wall of Capstone Advisors every year. So Chang and Moebius will be collaborating again in the not-too-distant future – blending the photographer's artistic eye with Digital One

Color's application of the right imaging technologies. For a job like this, Moebius said, "the Rho 600 Pictor is really perfect. And Aaron is the perfect photographer."

Pricing and other information for the Durst Rho 600 Pictor, as well as for other Durst products and services are available by contacting Durst U.S. by phone at 1-888-480-3588, or by e-mail at info@durst.com.

More Information:

Aaron Chang – www.aaronchanggallery.com

Digital One Color – www.d1color.com

Durst Rho 600 Pictor – www.durstus.com/inkjet.php

Tuff Glass – www.tuff.co.za

About Durst

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