

hp success story



bringing art back to life



In the heart of the Pyrenees in the Spanish province of Lerida, Esterrí d'Àneu is the frame for the late-11th century Romanesque sanctuary of Santa Maria d'Àneu. The apse of the sanctuary was once impressively decorated by colorful frescoes. In 1919, due to their advanced state of deterioration, the original artwork was moved for restoration work, and subsequently housed in their present location in the National Art Museum of Catalonia in Barcelona, Spain.

Thanks to HP's new digital imaging and printing technology, and to PapelGeL, visitors to the church of Santa Maria d'Àneu can now see an exact reproduction of the frescoes that were in the Romanesque apse.

The key element to the success of the project was the printing system: an HP Designjet 5000 series printer with its 6 large-capacity ink cartridges, making it possible to create faithful reproductions of all types of works of art and photographs.

innovating for the art world

The patented printing material used is highly innovative and the frescoes in the Romanesque apse were the perfect pilot project for testing this material. Thanks to its flexible and elastic nature, PapelGeL can be applied to any irregular or bulky surface. The HP Designjet printing system in combination with PapelGeL have returned the apse to its former glory.

Detailed photographs of the original were taken and the images were then digitalized for reproduction on PapelGeL using the HP Designjet printing system. After the printing process, the sheet is moistened. This simple operation gives rise to a change in its physical properties. In a few seconds, the paper becomes elastic and adhesive, and thus perfectly adaptable to any irregular surface or volume, suitable for decorating any type of surface.

faithful to the original

HP Designjet printing systems combine unparalleled image quality, long-lasting, colorfast durability, and the full color range demanded by art and photography reproduction. Ultimate printing technology, specialty Fine Art media and HP inks, are designed together by HP to give museum quality images, whenever they are needed.

Julio Gomez, the Managing Director at PapelGeL, states, "Reproductions for fine art demand absolute fidelity with the original work, in terms of image quality, color accuracy and even the image texture, particularly on projects where the reproduction will actually 'replace' the original work of art. The HP Designjet printing system and PapelGeL's printing material give a perfect reproduction with a texture and appearance that is faithful to the original."

HP Designjet printer technology, image quality and fidelity of reproduction, together with PapelGeL, have made it possible for Catalonia's artistic heritage to recover a very important part of its former splendour.

HP contributes to the preservation and restoration of cultural heritage all over the world, also helping to transform the way world-renowned institutions and collections, such as the National Gallery in London, the Louvre in Paris and The Milton H. Greene Archives, reach their audiences.

For more information on the HP Designjet range of printers & products visit www.hp.com/designjet

at a glance

sector: Fine Art

name: PapelGeL

headquarters: C/Nou de Sant Francesc, 08002 Barcelona, (Spain)

telephone: +34 93-3175983

e-mail: papelgel@jazzfree.com

technology highlights:

- hp designjet 5000ps
- hp inks
- PapelGeL printing material



"Reproductions for fine art demand absolute fidelity with the original work, ... The HP Designjet printing system and PapelGeL's printing material give a perfect reproduction with a texture and appearance that is true to the original."

Julio Gomez, Managing Director at PapelGeL

challenge

- accurately reproduce works of art to replace the original both in terms of image quality and flexibility of form

solution

- hp designjet printing systems with PapelGeL printing material

result

- reproductions true to the original that could be applied to same backing and form



For more information on the HP Designjet range of printers & products visit www.hp.com/designjet

Technical Information in this document is subject to change without notice.

All rights reserved – reproduction, adaptation or translation without prior written permission is prohibited except as allowed under the copyright laws. © Copyright Hewlett-Packard Company 2003.



For more information on the HP Designjet
range of printers & products visit
www.hp.com/designjet

Technical Information
in this document is
subject to change
without notice.

All rights reserved – reproduction, adaptation or
translation without prior written permission is prohibited
except as allowed under the copyright laws. © Copyright
Hewlett-Packard Company 2003.

