



## PRESS INFO

FOR IMMEDIATE RELEASE

### **ChromaLuxe presents Masters on Metal Gallery at Photokina 2018**

ChromaLuxe/Unisub Booth – Hall 3.1 Stand D041-D049 -- 26/9/2018 – 29/9/2018

**ChromaLuxe presents “The Masters on Metal Gallery at Photokina” where top photography of international artists will be displayed.**

The Masters on Metal Gallery showcases prints sublimated on ChromaLuxe HD Metal panels at stand H3.1 – D041-D049. ChromaLuxe is the world’s leading manufacturer of high definition sublimatable printmedia . Sublimating on ChromaLuxe panels results in visually clear, sharp and durable prints. ChromaLuxe collaborates with a range of partners and photolabs to be able to show the works of internationally acclaimed photographers in this Gallery.

Some of the featured artists are:



**JONAS LERICHE (BE)** presented by **Re-Art**

*Jonas Leriche is a Belgian art director and fine art photographer who transforms emotions and intentional or unconscious ideas into gripping images. He transforms individual model into dramatic, iconic figures that tap into a deeper level of experience, melancholy and mortality.*

*Re-Art is a Dutch leading digital printing company and fine art printer for artists, photographers, museums and art galleries*



**MARCEL VAN LUIT (NL)** presented by **Wilcovak**

*Marcel Van Luit is a Dutch photographer, editor and digital artist who brings imagination to life. His dreamy images play with nature and childlike imagination.*

*Wilcovak, located in Amsterdam, delivers high quality professional prints and framework*



**BENOIT FERRON (BE)** presented by **Labo JJ Micheli**

*Benoît Feron is a Belgian photographer with a true appeal for the Horn of Africa. He captures innumerable images of people and tribes. First with portraits but also with a large work on the human skin through the ritual of body painting, scarification or jewelry.*

*With its 40 years of experience in the field of image, **Labo J-J Micheli** from Brussels is one of the leaders in traditional and digital photography at professional level*



**GAUTHIER FABRI (BE)** also presented by **Labo JJ Micheli**

*Gauthier Fabri is a Belgian photographer who expresses his passion for light in a completely free and personal way. Photography, from shooting to artwork is what Gauthier drives.*

*With its 40 years of experience in the field of image, **Labo J-J Micheli** from Brussels is one of the leaders in traditional and digital photography at professional level*



**POL KURUCZ (HU)** presented by **Salon IRIS**

***Pol Kurucz** is a Franco-Hungarian photographer who works on eccentric fashion, celebrity and fine art projects in São Paulo and New York. Pol is questioning normality and exposes the dangers of forced conformity. He has an inner urge to speak against dogmas, preconception and majority bias.*

*The Viennese **Salon IRIS** has been using cutting-edge pigment ink inkjet techniques to create digital pigment prints and facsimile reproduction prints for photographers, artists, galleries, museums and publishers across Europe*



**ROBERT FARBER (US)** presented by **Blazing Editions**

***Robert Farber** is an American photographer. His painterly, impressionistic style captures the essence of composition in every genre, including nudes, still life, landscapes and architecture. Aside from his fine art photography, Robert Farber's work encompasses major campaigns for fashion, beauty and advertising, as well as directing for TV and film.*

***Blazing Editions**, based in Rhode Island, has developed over the past 20 years into a leader in the Fine Arts Industry*





**BRYN GRIFFITHS (GB)** presented by **Loxley Colour**

*Bryn Griffiths is an English photographer that has created imaginatively and wonderfull commercial and advertising photography for more than 25 years. His strong eye for form and colour, mastery of lighting and perfect styling sets his work apart.*

*For over 30 years **Loxley Colour** from Great Britain has been providing the highest quality of photography solutions to professional and aspiring photographers*

**Let's go OUTDOORS**

Art and photography can also be taken outdoors with ChromaLuxe EXT. ChromaLuxe EXT are UV resistant panels and give users the ability to take prints outdoors. Or into direct sunlight with the image quality, clarity and durability as expected from all ChromaLuxe products. ChromaLuxe EXT comes in a variety of sizes to serve signage, display and outdoor photography markets.



### **White is .....the new white**

ChromaLuxe has worked with some of the world's top printmakers to produce a new white point. This white point has been in the works for more than a year and it will further cement ChromaLuxe as the print medium of choice for fine art and professional photographers.

The panels with the new white point have a slight magenta cast. After sublimation, the result is a more neutral photographic white and richer blacks.

### **Experience live sublimation**

Visitors are very welcome to experience live sublimation demos at the stand throughout the day.

### **More ChromaLuxe to discover**

ChromaLuxe metal prints are also on display at a number of partner stands including Epson Europe (Hall 2.2, stand B021-C020), Red Bull (Hall 5.2, stand F010-G011 & G002), CentralVerband Deutscher Berufsfotografen (Hall 2.1, stand A008), Technotape International (Hall 3.1, stand B048-C049) and Horizonte Zingst (Hall 2.2, stand A008).

### **About the brand**

ChromaLuxe is a brand of Universal Woods and is the world's leading manufacturer of high-definition sublimatable photo panels. Through dye sublimation, images are infused directly into specially coated sheets of metal, wood and table top panels to create the most vibrant, durable and longest lasting photo medium in the world. The combination of color brilliance, superior durability and archival qualities makes ChromaLuxe the perfect choice for image reproduction.

ChromaLuxe is a sister brand to Unisub, which provides the highest quality custom sublimatable products. Unisub will also be displayed at the stand.

For more information, please visit [www.chromaluxe.eu](http://www.chromaluxe.eu) or [www.unisub.com](http://www.unisub.com)

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