

Fresh Artists empowers young lives with HP Designjet technology and HP Instant-dry Photo Paper



At a glance

Industry sector: Professional Photography & Graphic Design

Business name: Fresh Artists

Headquarters: Philadelphia, PA, USA

Website: www.freshartists.org



Challenge

- Nonprofit organization Fresh Artists wanted to expand its mission to include a print studio designed to teach students about large-format printing.
- Fresh Artists needed an easy-to-use photo paper that offered vibrant image quality and long-lasting print permanence for its outsourced and in-house artwork.

Solutions

- HP's donation of an HP Designjet Z5200 Printer and an HP Designjet L25500 Printer, along with donated ink and HP Premium Instant-dry Satin Photo Paper from SGIA print partners, made the Fresh Artists print studio a reality.
- Fresh Artists turned to easy-to-use HP Premium Instant-dry Satin photo paper for vivid images and long-lasting prints.

Results

- HP Designjet technology provides the vibrant quality needed to create large-format reproductions of children's art.
- The ease of use of the HP Designjet Z5200 Printer is the ideal technology for training students and interns.
- HP Premium Instant-dry Satin Photo Paper delivers quality images, fast dry times, and durability that stands the test of time.

“When the students see their artwork coming out of these huge printers, there’s an audible gasp. It’s like magic.”

—Barbara Chandler Allen
Founder and President
Fresh Artists

Barbara Chandler Allen and son Roger Allen got the opportunity of a lifetime in 2005, when the Philadelphia school district asked them to decorate its large, new education center with student art. “Nobody was using children’s art as a decorative interior office element,” says Barbara. To create dynamic interiors and fill out the building’s expansive spaces, she decided to use large-format reproductions of the artwork.

After the installation, Barbara began noticing a trend among visitors. “People wanted to buy the art,” she says. Sensing an opportunity to give back to Philadelphia’s severely underfunded art programs, she founded Fresh Artists in 2007, and now serves as president.

The nonprofit organization raises money to purchase art supplies and run programs for underfunded schools via contributions from corporate donors. In appreciation for their support, donors select artwork created and donated to Fresh Artists by local schoolchildren. Fresh Artists then transforms the art into large-format pieces to adorn the donors’ office walls.

Fresh Artists’ innovative vision is working: As of 2013, the organization has delivered more than \$250,000 worth of art supplies and innovative art programs for schools in Philadelphia, New York, and Denver. To keep up with the pace of corporate donations, Fresh Artists uses print service providers (PSPs) in each city—including a Philadelphia-based PSP using HP Designjet technology—and it relies on the bold image quality delivered by HP Premium Instant-dry Satin Photo Paper.

In addition to its work with corporate donors, Fresh Artists also runs an in-house print studio designed to teach teens the large-format printing trade and serve Philadelphia’s nonprofit community. Launched in 2012, the print studio became a reality thanks to HP’s donation of an HP Designjet Z5200 PostScript® Printer and an HP Designjet L25500 Printer, along with HP media and ink donated from Specialty Graphics Imaging Association (SGIA) print partners across the country.

Vibrant print quality to turn heads

Fresh Artists relies on HP Designjet technology in its print studio to create art reproductions and signage to donate to nonprofits in the Philadelphia area. For these jobs, quality is paramount. Thankfully, HP Designjet technology delivers outstanding print quality for a range of applications, including banners, the vinyl wrap on the print studio door, and large-format prints for students visiting the studio. “When the students see their artwork coming out of these huge printers, there’s an audible gasp. It’s like magic,” says Barbara.

“It’s breathtaking—the HP equipment is translating the rich, saturated colors brilliantly,” says Barbara. Both Barbara and Roger, now the creative director and print studio operator, have been impressed by the consistency, reliability, and quality of the prints delivered by HP Designjet technology. “Because we’re stewards of the children’s art, we are diligent in matching the color as much as possible, and the color quality is spot on,” says Roger.

Speed and ease of use bolster productivity

Because it’s so simple and efficient to operate, Fresh Artists turns to the HP Designjet Z5200 Printer to teach interns and visiting students about large-format printing.



The HP Designjet Z5200 helps users print the colors they want with ease—delivering fast, accurate, and cost-effective results.

“It’s such an easy printer to work with. The technology is so similar to what the students use at home,” says Roger. “But I’m still able to give them a background in color theory, color calibration, and linearization of the printers.”

The HP Designjet Z5200 also boasts fast print speeds of up to 41 m² (445 sq ft) per hour and a 160 GB hard disk drive to keep workflows moving. “It’s fast even at a high-quality setting. I typically print at 600 by 1200 dpi, and prints are coming out a minute or two apiece, which is fantastic,” says Roger. The efficient production gives him just enough time to laminate and trim the prints while the next sheet is coming out of the printer.

Consistent quality with HP Instant-dry Photo Paper

Fresh Artists needs its artwork to look exceptional for years to come. That’s why the nonprofit organization relies on HP Premium Instant-dry Satin Photo Paper to create stunning images for many projects printed in the studio—and for the art it donates to corporations, which is outsourced to local print providers.

HP Premium Instant-dry Satin Photo Paper delivers excellent print quality for dynamic images and display graphics—from artwork and presentations to retail graphics. “Satin just looks the best,” says Barbara. “It has a nice, glowy pop and doesn’t reflect any glare.” HP Premium Instant-dry Satin Photo Paper is also designed to resist fading, with long-lasting print permanence.

The paper is ideal for Fresh Artists, because it comes out of the printer ready for use immediately. “You can touch HP Premium Instant-dry Satin Photo Paper right away. I don’t have to worry about smudging,” says Roger.

Looking forward, Fresh Artists seeks to further develop its print studio program and its work with corporate donors—and the technology and support from HP has given it a foundation for future success. Barbara concludes: “We’re empowering children, connecting them with the corporate community, and fixing a tear in the social fabric of public education. I look at HP as the jet fuel. It’s taken us where we wanted to go farther and faster than we ever could have believed.”

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