



Giclee Site-Visit Case Study

An Interview with Andy Wood, Squirt Printing:
A High-End Giclee Production Service

FLAAR Fast Facts Photo Essay



Introduction

This is a first draft based on a one-day visit to the leading West Coast giclee production company. I also spent several hours in the HP Digital Fine Art booth at the Atlanta Art Expo last year, where Andy Wood exhibited.

There are several features that set Squirt Printing apart:

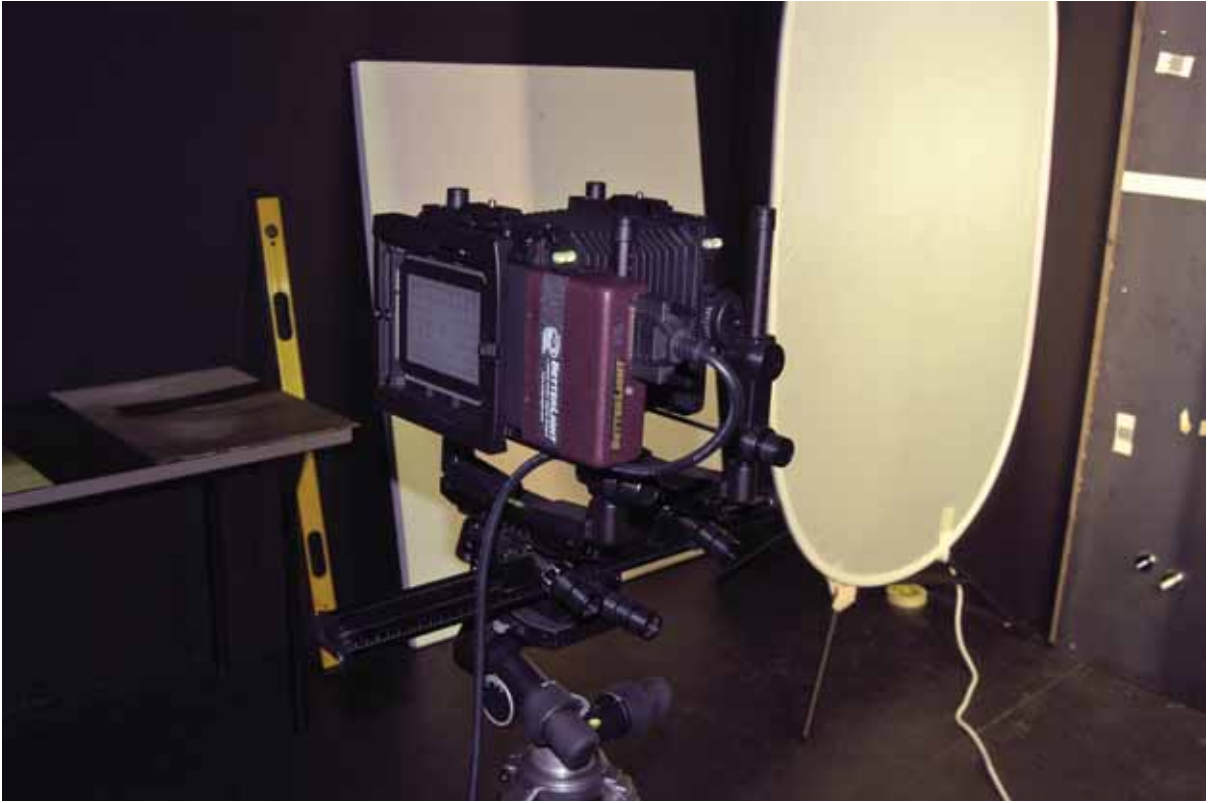
- First, Squirt as a company and Andy Wood as a tech savvy hands-on owner/operator, are unique in many ways.
- Second, this is an internationally oriented company that is engaged in serious production.

Squirt Printing LLC is unique because they work directly with cutting edge technologies, indeed they are the giclee facility that tests most of the hardware and software. Squirt is about 40 minutes drive (or less, depending on traffic) from BetterLight and North Light Products. Michael Collette is the developer of the leading giclee digital capture system, his tri-linear scanning back. David Christensen develops the high-density ceramic discharge lamps that illuminate the paintings as they are being digitized.

It is rare that a print shop owner/operator is as open and honest with his information as is Andy Wood. Some people would hide their information and would never let an inquisitive professor into their offices, especially not for an entire day.

We will be updating this report over time, but wanted to get this FLAAR Fast Facts photo essay out first.





BetterLight digital back inserted into a Cambo Legend 4 x 5 camera. Cambo cameras are made in the Netherlands, and available exclusively from Calumet Photographic. BetterLight cameras can be obtained directly from BetterLight.



Here you can better see the Cambo Legend camera. At FLAAR we also use a Cambo, their Ultima model. They use a Manfrotto 405 geared head. FLAAR is issuing a separate FLAAR Reports on every single item that is good to have in the studio, such as precisely what model of tripod head, and tripod. He uses a Gitzo G1348 Mark 2, the same brand we use, both in FLAAR-BGSU and FLAAR in Guatemala.



Every different painting style is best captured by a custom location of the lights. There is no one single “best” lighting placement. Placement depends on the preferences of the artist and the giclee print master.



The paintings on the wall reveal an area of a giclee production shop which is usually overlooked, namely matching the color of the capture with the original. This is much more than “color management.”



A well done painting of an orchid by Patricia Laspino, The Evolution Group. Andrew Laspino said of the work by Andy Wood and Robert Pleasure (The photographer at Squirt), "Really great product. Spectacular, absolutely spectacular, mind blowing, both the scanning with a betterlight and the printing."



Samples of what will be used in tear-out samples for an issue of Art Business News.



Nicholas Hellmuth and Andy Wood. Andy has five different HP Designjet printers. When he was looking for printers several years ago, he read a FLAAR Review. Nicholas said he was using an HP printer for giclee and was very content with its abilities on canvas and watercolor paper. So Andy bought his first HP Designjet. He has now bought many more, as have his colleagues.



When you have five printers, it is important that your RIP can run everything from a single print server.



Liquid laminating with equipment from Lumina, in Canada.

Acknowledgements

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