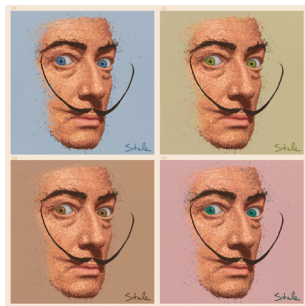


Arius and STALE AMSTERDAM release a series of eight original monoprints using 3D scanning and elevated printing technology



alta™, the creative studio of Arius technology and STALE AMSTERDAM has released a series of eight limited edition monoprints of his Salvador Dali painting, created using Arius' scanning technology and Canon's elevated printing technology.

STALE AMSTERDAM's original Dali artwork was created using his unique dripping technique and consists of more than 40 layers, using 4 litres of acrylic paint. It was scanned using Arius' ultra-high-resolution 3D colour laser data capture. The scan created an Art Digital Master File (ADMF™) which was then used to digitally manipulate the original artwork and create 12 original editions. Finally, the artwork was printed using the Elegraph™ printing process which is an elevated printing technology developed by Canon.

The first 2 of 3 sets of 4, Salvador Dali monoprints (archival ink on aluminium panel, 80cm x 80cm) will be available in the first drop each with unique colourways, differentiated by the background, eyes and several layers of all-over accents. This will be followed by a future drop of the 3rd set of 4.

Roland dela Cuesta: VP of Engineering & Image Production at Arius remarks: "This project with STALE AMSTERDAM allows us to demonstrate that the technology isn't just a scanning technology for traditional means. It is actually a new creative medium that can be exploited by artists". Arius' innovative application of elevated printing technology (Elegraph™) introduces to a new audience of contemporary artists, including STALE AMSTERDAM, a new medium that they can work with. STALE AMSTERDAM's distinctive technique of constructing multiple layered drips of paint is not only intriguing as an application but is also fantastic to behold. His is the type of contemporary work that our scanner loves."

STALE AMSTERDAM chose to work with Arius after he was introduced to the company by a mutual contact at Canon Production Printing Netherlands. Clemens Weijkamp, Lead Elevated Printing Technology Canon Production Printing says: "I am always very excited to work together with partners, designers and artists. The paintings of STALE AMSTERDAM are colourful and have a lot of relief which makes it a perfect fit for elevated printing. We have worked together with Arius Technology on previous projects and therefore know that the combination of Arius' 3D scanning technology and Canon's elevated printing technology would make it possible to create perfect reproductions of STALE AMSTERDAM's paintings."

Clemens Weijkamp continues: "To make this type of print we need a colour image and an elevation image. This elevation image contains the height. We have developed a software application that combines the colour- and height image and makes 'slices' of it, with each slice containing colour information and height information. These slices are sent to the printer which will build up the print layer by layer with an Arizona Large Format Graphics printer."

STALE AMSTERDAM says: "I see this scanning and elevated printing technology as the future. With traditional printing, you can't really capture my work in a way that an elevated print can. Working with Canon was amazing. I had the privilege to witness the printing process myself and I was amazed to see what they can do. When I first saw the print, it really blew my mind. It is almost a replica of the original. It is something I have never seen before. Arius' scanning technology creates a likeness that is just incredible. It also allows me to reach a wider audience at a more affordable price, which is important to me."

Roland dela Cuesta says: "the technology opens up new possibilities for artists such as STALE AMSTERDAM, who have complex techniques which means they are limited by the number of works they can create in any given period. It's also an exciting proposition commercially for artists as it creates a new revenue stream by creating work at another price point."

Arius collaborates with artists throughout the creative process, giving them the support and freedom to develop new ideas and the Elegraph™ printing enables them to create new and original textured work without compromising on their work and technique".

For images and specs please click [HERE](#)

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NOTES TO EDITORS

About Arius Technology

Award winning Arius is a world leader in ultra-high-resolution 3D colour laser data capture, data analysis and data visualisation for fine art. Sophisticated data processing assembles millions of data points representing colour and surface geometry into the Art Digital Masterfile (ADMF™). The ADMF™ data can be used for a wide array of applications, including condition analytics, online viewing, and high-fidelity replications. Arius collaborates with museums, galleries, collectors, and artists to digitize art for preservation, visualisation, documentation, and authentication. Arius is now offering in-house high elevation print solutions for art creation and replication.

In November 2022 Arius accepted two 2022 PrintAction Canadian Printing Awards in Toronto. In partnership with Canon Canada, a leader in digital imaging solutions, Arius submitted a sample textured Elegraph™ Print of “Salvador Dali”, created in collaboration with Amsterdam-based artist, STALE AMSTERDAM.

About STALE AMSTERDAM

Award winning artist STALE AMSTERDAM is self-taught and has been a full-time professional portrait painter since 2015. His passion for drawing and art started when he discovered Quentin Blake as a child and he has never looked back since. In 2010 he started developing his own, original, and recognisable drip paint style. It took five years before STALE was satisfied with his own developed technique, which he himself calls ‘figurative drippings’.

STALE distinguishes itself from most portrait painters by its own original way of working. Where traditionally trained artists often use a brush, he literally throws the paint onto the canvas. STALE AMSTERDAM’s voluminous portraits are made up of sometimes more than 40 layers and litres of acrylic paint are used. This is a complicated process that requires a smart way of working. There is no room for corrections.

In 2019, Out of more than 8,000 submissions from 95 countries, the canvas of STALE AMSTERDAM was selected by the Rijksmuseum as one of the winners. From 15 July to 15 September 2019, his work “Rembrandt by STALE AMSTERDAM” was exhibited during the ‘Long live Rembrandt’ exhibition.

In recent years, STALE AMSTERDAM has exhibited in the Netherlands in the Hermitage, the Rijksmuseum, Solo exhibition ADE Amsterdam ArenA and the Vlaams Cultuurhuis. He has exhibited internationally at Art Expo New York, Art Basel Miami (Spectrum), art Shopping Louvre Paris, Borussia Mönchengladbach Museum, Dubai and in Berlin.

About Canon Production Printing

Canon Production Printing develops and manufactures high-tech printing products and workflow software for the commercial printing market and is part of Canon, a global provider of imaging technologies and services. Canon Production Printing operates on 3 continents, with approximately 3400 employees (end 2022) and has its Global Headquarter in Venlo, the Netherlands.

Its product offering includes continuous-feed and cut-sheet printers for high-volume printing and publishing, roll-to-roll and flatbed printers for large format graphics applications and large-format printers for CAD/GIS applications. Industrial label printers for self-adhesive labels and selected flexible packaging applications have been added to the portfolio.

Since the foundation of the company the desire to continuously innovate has always been in its DNA. The drive to continuously improve and innovate products created a natural match with Canon which has been at the forefront of imaging excellence throughout its 80-year history and has commitments to invest in the right areas and capture growth opportunities, from cameras to commercial printers, and business consultancy to healthcare technologies.