



HP Captures CARE's Humanitarian Work with "I Am Powerful" Photography Exhibit

Overview

Sharing a common belief in the power of photography to draw attention to social issues and be a catalyst for change, HP and CARE have joined forces on a global program to promote CARE's "I Am Powerful" campaign.

As a leading humanitarian organization with six decades of experience in the fight against global poverty, CARE's experience in working side by side with underprivileged people to identify and address the greatest threats to survival has shown that equipping women with the proper resources is one of the surest ways to make a lasting difference.

The "I Am Powerful" campaign is both a declaration of women's innate power, as well as a call to action for women in the United States to join the fight against global poverty.

HP's innovation in large-format color printing technology brings CARE's work to life with the "I Am Powerful" photography exhibit. Unveiled during PhotoPlus Expo 2006, the exhibit is a poignant display showcasing women's power to act as catalysts for change in fighting global poverty.

The "I Am Powerful" exhibit features more than 20 color and black-and-white images taken at CARE program sites in Angola, Cambodia, Egypt, India and Peru – all exclusively printed with the new HP Designjet Z Photo Printer series, which offers a breakthrough color experience for professional photographers.

The creation of a living documentary

In late summer 2006, HP and CARE dispatched five photographic teams, each comprised of one professional photographer and one student photographer, to locations where CARE has on-the-ground operations, including Angola, Cambodia, Egypt, India and Peru.

Leading the photo shoots in these five countries were professional photographers Phil Borges, Meredith Davenport, Evelyn Hockstein, Maggie Steber and Ami Vitale.

Participating students and schools included Una Brosnan, a graduate of the Paris Institute of Photography; Ilan Godfrey from the University of Westminster; Hoshito Omija, a fourth-year student at the Nihon University in Japan; Sam Penninger from the Royal Melbourne Institute of Technology; and Jessica Wunderlich from Brooks Institute of Photography.

After completing extensive photo shoots, a group of the photographers came together for a special digital workshop to begin production of the "I Am Powerful" exhibit at Digital

Pond in San Francisco. The workshop presented photographers an opportunity to gain hands-on experience using the latest photo printing technology from HP, and also enabled them to have a voice in the production of their photography.

The resulting exhibit features a wide variety of images ranging from signature “I Am Powerful” portraits of women and their children to picturesque landscapes – all of which come together to create a breathtaking display that invites viewers to help fight global poverty.

The technology behind the exhibit

Through this exhibit, HP is showcasing the latest introductions to its professional printing portfolio, which include the HP Designjet Z2100 8-ink and HP Designjet Z3100 12-ink Photo Printer series. The Z series is designed to deliver intuitive, dependable and repeatable color accuracy for 24- and 44-inch museum-quality prints with an unparalleled 200 years lightfastness⁽¹⁾ achieved on a wide variety of HP media.

The HP Designjet Z Photo Printer series employs the industry’s first embedded spectrophotometer, utilizing Eye-One Color Technology from GretagMacbeth/X-Rite, HP Vivera pigment inks and an intelligent ink delivery system for superior image quality, durability and permanence with highly predictable color accuracy – print after print.

The exhibit also demonstrates the versatility of the HP Designjet Z series with prints ranging in size and printed on a variety of media including HP Hahnemühle Smooth Fine Art paper, HP Professional Satin Photo Paper and HP Professional Gloss Photo paper. Currently, users can select from more than 30 media options from HP, including photo, fine art, proofing, bond and coated papers, as well as canvas, vinyl, scrim and banner media options, and more than 20 media varieties from Hahnemühle’s portfolio of digital fine art media.

Supporting partners

Leveraging the best technology in photo and image reproduction, the HP CARE “I Am Powerful” gallery is also supported by:

- Adobe Systems, the provider of the industry-leading Adobe Illustrator™ and Adobe Photoshop™ software, which have redefined the quality and complexity of images that can be created for print;
- GretagMacBeth, a subsidiary of X-Rite Incorporated, a leading provider of color management solutions comprised of hardware, software and services for accurate color from input to output verification and communication of color data; and
- Hasselblad, one of world’s leading companies of high-end digital cameras.

⁽¹⁾ Display permanence rating by Wilhelm Imaging Research, Inc. on a range of HP creative and specialty media. For details: www.hp.com/go/supplies/printpermanence.

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