



Press Release

On the occasion of its 30th anniversary, EFTI inaugurates *Modos de Mirar*, a harmonious exhibition featuring its most outstanding alumni, in collaboration with Canson Infinity

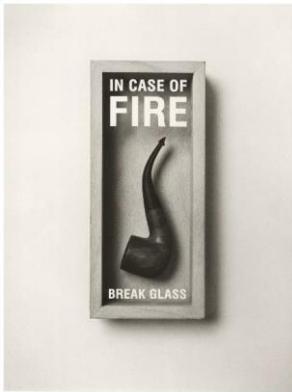
The exhibition will take place in Madrid from May 30 to October 28 at the Conde Duque Cultural Center, featuring the works of Manu Brabo, Cristina García Rodero, Alberto García Alix, Jane Evelyn Atwood, and many other well-known artists that will bring the viewer to see the world through their eyes. All artwork presented in the exhibition have been produced on Baryta Prestige paper (340g) by Canson® Infinity.

Madrid, Spain, May 28 2018 – Founded in 1987, the EFTI (Spanish National Center of Photography and Cinema) is the very centre of the international leading-edge photographic scene. Its success is based on the permanent innovation that allows it to cultivate an ‘open school’ philosophy that meets the evolving needs and profiles of students.

Since 1557, Canson® has been producing the world's finest art papers, used by and inspiring the greatest artists and designers around the world for nearly half a millennium, such as Degas, Ingres, Picasso or Matisse and Warhol, as highlighted by the brand signature "Inspirational Papers since 1557". Drawing on its experience in the world of paper and cutting-edge technologies, Canson® launched the Canson® Infinity range in 2008, encompassing a range of high-quality, age-resistant papers specially designed for fine art printing.

This exhibition, organized in collaboration with Canson® Infinity, features 61 highly influential photographers. It can be defined as conversation between them, their photography and us as spectators. In the end, front-line photographers from different generations show us a dialogue with their work and its creative ‘why’. The unpublished works in this exhibition point at something that had not yet been explored in an expository way: their very own "way of looking". This exhibition

aims to show us the "**Ways of looking**" of these photographers and therefore puts us in front of our own "**way of seeing**", as spectators.



© Chema Madoz



© Gervasio Sanchez

All artwork presented in the exhibition have been produced on Baryta Prestige paper (340g) by Canson® Infinity. Made of cellulose and cotton without acid, this paper has an excellent durability, as well as a fine and smooth semi-matte texture that grants each print defined details and vibrant colors. With a 100% layer of barium sulfate (Baryta), Canson® Infinity has the features and aesthetics expected from traditional pearl printing paper.



Canson Infinity Baryta Prestige

Para cualquier información complementaria o solicitud de muestras para test de los papeles de arte Canson® Infinity, contacte con el servicio de prensa Open2Europe:

Fernando Quintanilla Cerezal
+ 33 0155021521
f.quintanillacerezal@open2europe.com

Acerca de Canson® Infinity

A lo largo de la trayectoria histórica en el campo de la fotografía, **Canson®** es el último fabricante pionero de papel fotográfico que sigue en el mercado.

En 1865, **Canson®** registró y adquirió una patente internacional para la mejora de papel a la albúmina, uno de los primeros procesos de papel fotográfico que se desarrollaron en la época. Esta patente consiste en la mejora de la representación final de la imagen a la vez que se evita el costoso proceso generalmente practicado a la hora de realizar el original.

Hoy en día, **Canson®** mantiene su espíritu de innovación y combina siglos de experiencia con la tecnología punta en la fabricación de su papel. **Canson®** favorece el uso de minerales naturales y de los materiales más puros, sin blanqueadores ópticos, para proporcionar materiales de impresión que resistan al tiempo. El papel y los lienzos de la gama **Canson® Infinity** para fotografía y publicación de arte digital ofrecen resultados de impresión incomparables y duraderos, así como representación cromática óptima con una gran gama de colores, un fuerte D-Max y una excelente nitidez de imagen.

Para más información, visite: <http://www.canson-infinity.com/es>