



Press release

Canson® Infinity is delighted to welcome a new Italian ambassador:

Marianna Santoni

From photographers to painters and designers, Canson® has always closely collaborated with artists in order to offer products that better fill their needs. From now on, Canson® Infinity will also have the delight to work with Marianna Santoni, selected for her very high standard of photography and her influence in the industry of photography.

Annonay, France May 28, 2018 - 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.

Newly appointed ambassador of Canson® Infinity, Marianna Santoni, first Italian photographer to be welcomed as Canson® Infinity Ambassador, is an Italy-based international photographer and high-end retoucher. Santoni is a worldwide acclaimed Photoshop expert, highly respected by her peers. Her very high standard of photography has earned her many top awards and her influence can be seen in the industry, where she is very well established. These are the reasons that Canson® Infinity approached Marianna to join the ambassador programme®

I am delighted to have joined the Canson® Infinity ambassadors team, says Santoni. "I have been using the Canson® papers since I started to print in the darkroom. Degas, Picasso and Warhol would use them as well and that has always made me feel special. The versatility of these papers make them suitable for any top-quality photography project."

“My photos stem from my imagination: the photo shooting and the post-production are just a part of my creative process. I can feel my idea as totally fulfilled only when I see the printed image.

I always want to be sure that my photos are bright and they can be preserved in the best possible way, without any alteration over the years: that’s why Canson® Infinity’s Baryta Prestige is one of my favourites”, Santoni concludes.

Made from cellulose and cotton without acid, the Baryta Prestige paper (340g) by Canson® Infinity has an excellent durability, as well as a fine, smooth semi-matt texture that leaves every print with defined detail and vibrant colour. With a 100% layer of Barium Sulphate (Baryta), Canson® Infinity has the characteristics and aesthetics expected from a traditional silver print paper. In addition, the paper has been designed to achieve maximum black density (high D-Max) and wide colour gamut, with excellent tonal range and depth for both colour and black & white prints. This innovative product, designed for the discerning photographer and printmaker looking to produce fine art black and white or colour archival prints, is compatible with all aqueous photo inkjet printers on the market.



Per ogni richiesta addizionale su Canson® Infinity ed i suoi prodotti, si prega di contattare l’ufficio stampa:

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Maggiori informazioni su Canson® Infinity

Con alle spalle una lunga storia nell'industria cartaria, oggi **Canson®** è l'ultimo pioniere ancora attivo nel settore della carta fotografica!

Nel 1865, **Canson®** deposita un brevetto internazionale sul miglioramento della stampa all'albume, uno dei primi processi sviluppati per la produzione di carta fotografica. Questo brevetto permetteva di migliorare la resa finale dell'immagine, evitando il costoso processo di doratura generalmente praticato durante l'esecuzione del procedimento originale.

A tutt'oggi, **Canson®** mantiene il suo spirito innovativo e unisce secoli di esperienza nella produzione di carta con le tecniche di patinatura tecnologicamente più avanzate. **Canson®** promuove l'uso di minerali naturali e materiali purissimi, esenti da azzurranti ottici, per proporre alla clientela supporti di stampa resistenti all'invecchiamento. Le carte e le tele della **gamma Canson® Infinity** per la fotografia e l'editoria d'arte digitale danno risultati di stampa ineguagliabili e duraturi, come una resa cromatica ottimale con un'ampia gamma di colori, un elevato DMax e una nitidezza delle immagini eccellente.

Per saperne di più, visita il sito ufficiale: <http://www.canson-infinity.com/it>