



Press release

## Canson® Infinity presents new Ambassador Axel Ruhomaully



*From photographers to painters and designers, Canson® has always closely collaborated with artists to offer products that meet their exacting requirements. The latest addition to the Ambassador programme is Axel Ruhomaully, a multi-faceted Belgian-Mauritian artist known for his very high level of photography and his legendary technique of stencilling light to tell the story of modern times.*

**Annonay, 19 May, 2020** - Canson® Infinity deeply values its partnership with talented and renowned photographers and artists worldwide who, besides their love of photography and fine art, also share Canson® Infinity's passion for digital fine art printing. Spanning a wide range of genres such as wildlife, portraiture and street photography, each Ambassador has their own unique, easily recognizable style and technique, having selected Canson® Infinity as their fine art brand of choice.

### **Axel Ruhomaully: a photographer who explores and reveals the secrets of history**

Axel Ruhomaully, who graduated from the Paris school of photography in 2000, is a multifaceted Belgian-Mauritian artist based in Mauritius. Travelling and meeting new people have always nourished his curiosity and thirst for learning. In 2014 his life was turned around when, on a trip to Belgium to visit his family, he stumbled upon an old coal mine near Liège that had been abandoned for more than 40 years.

This place, full of history and emotion, was brought to life thanks to his unique lighting technique, which made the dark interior come alive. The three months he spent photographing the mine were a big surprise as his work as an artist continued. By working on this forgotten and sometimes dangerous heritage site, he wanted to educate and inspire the younger generation through the beautiful stories he would be able to share through the images, as well as through his technical know-how.



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His fine art photographs take us on journeys that remind us of the great moments in history, thanks to pictures of objects or unique collector's items taken against exceptional backdrops for which he obtains exclusive permission. This gives him access to treasures often kept in the archives of mythical institutions such as the *Musée de l'Air et de l'Espace du Bourget* (France), the Leonardo Da Vinci Museum (Italy) or the famous "Vostok 5" capsule (photographed in the "Tsiolkovsky" Museum of the Cosmos in Russia) aboard which the cosmonaut Valery Bykovsky travelled through space in 1963.

Each photograph is an opportunity for Axel to meet fascinating people, whether they are cosmonauts, museum directors, pilots or scientists.

He begins his creative process with painstaking research and online documentation. Then according to current events, as well as his desires or inspiration, he will identify the universe he wishes to explore, and the objects and places related to them, in order to photograph them in his signature style.

### **Axel Ruhomally: a unique technique enhanced by Canson® Infinity paper**

His artistic vision borrows from the cinema, including a deep black that he creates without retouching for each shot. For this signature lighting, he draws inspiration from the "chiaroscuro" technique dear to Rembrandt, which awakens the colours and reveals the textures in his subjects. The idea of black as a signature "light" appealed to him from day one. Today, his technique has not changed much. He has simply refined and adapted it, the result of his years of experience. He has kept black as a determining element, a stand-alone actor in his images. A deep black that allows him to focus attention on the main subject, as if to offer a temporal parenthesis and to add an extra soul that will strengthen the image, making it into something almost sacred.

What is surprising about Axel's work is that most of his pictures are taken in available light. In order to obtain his signature deep blacks, he under-exposes when shooting. No black background, no digital retouching, just a straightforward in-camera underexposure. Once this base is laid (as a painter would do on his canvas), he then begins the "light sculpture" with his light "stencils". This very meticulous and precise process can take several hours depending on the size of the object or the place he is photographing - between 3 and 4 hours of shooting on average and 8 hours for the most complex ones.



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Once the photograph has been made, he entrusts the printing to Bertrand Lorion. This Master Craftsman, certified by Canson® Infinity and based in Reunion Island, is an expert in fine art printing. He is the only person to whom Axel entrusts his printing as they share the same high standards.

Axel was looking for a matte paper with deep blacks and great richness of detail so he immediately fell in love with the Edition Etching Rag, which he uses for all his prints. It makes his images come alive and gives them incredible depth. It's a superb paper, intense and fragile, which has the power to reveal the intense emotions felt when he shoots and which he wants to transmit to his audience.

*"I am extremely proud to be part of the family of Canson Infinity Ambassadors and I will do my best to represent their values of excellence in every single one of my creations. Beyond the prestige that this title brings, I am aware of my responsibilities to a knowledgeable and demanding audience. Canson® Infinity is not only one of the most reputable brands of photographic paper on the market, it also creates high-quality products for those seeking to achieve perfection. I am also fortunate to have the support and assistance of the entire team and they are always there to help me with my projects or answer my questions. Their support is invaluable and continues to drive my work forward,"* says Axel Ruhomally.

#### Axel's most inspiring image



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This photo of an Albatros L-39, a military training aircraft used by the Apache aerobatic display team (formerly the Breitling Jet Team) is special because chance played its part during the shoot. That day, as Axel was putting the finishing touches to the shot, he opened the hangar door very slightly as the sun was rising outside. It was then that a razor-sharp ray of sun illuminated the inside of the engine duct with its warm light. There is no such thing as coincidence, there are only beautiful encounters.

Discover the work of Axel Ruhomally and the works of Canson® Infinity ambassadors:

[www.citermecanique.com](http://www.citermecanique.com)

<http://www.canson-infinity.com/fr/galleries>

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#### About Canson® Infinity

Looking back on a long history in the field of photography, today Canson® is the last pioneering photographic paper manufacturer that is still in business!

In 1865, Canson® filed and acquired an international patent for the improvement of albumen papers, one of the first processes for the production of photographic paper to be developed at the time. This patent consisted of the improvement of the final rendering of the image, while avoiding the costly gold toning process generally practiced when performing the original process.

Today, **Canson®** retains its spirit of innovation and combines centuries of experience with cutting edge technology in the manufacture of its paper. **Canson®** favors the use of natural minerals and the purest of materials, without optical brighteners, to provide you with printing materials that are resistant to aging. The papers and canvases within the [Canson® Infinity range](#) for photography and digital art publishing deliver unparalleled and durable printing results, as well as optimal chromatic rendering with a large colour gamut, a strong D-Max and excellent image sharpness.

For more information on the impressive array of Canson® Infinity papers, please visit:

<http://www.canson-infinity.com/en>