



Press release

Canson® Infinity helps to cherish the holiday memories through long-lasting prints on fine art papers

Enter to win:

Canson Infinity® offers photographers worldwide the occasion to win an exclusive online workshop with one of their ambassadors this summer, providing expertise advise on travel photography and how to best print.

To enter, send a mail to cansoninfinity@open2europe.com including your contact details and why you should be the one to win this

Annonay, France, 21 June 2019 - The summer season has officially started and with it its share of precious memories. Family holidays, days and evenings spent by the seaside, cold drinks enjoyed on the terraces, stunning sunsets or holidays spent in exotic surroundings, are all precious moments that we would like to imprint in our memory for years to come.

While photo albums on our smartphones meticulously retrace all our summer memories put into images on a daily basis, printing the most cherished photos on a quality and age resistant paper is a way to ensure that these will be kept for longer and in a vastly better quality.



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The photo, an emotional object

In the digital age, it has never been easier to share a photo digitally with friends and family, but somewhere the emotional power gets weakened. Who hasn't spent long evenings around a photo album and laughed in front of family moments captured on the spot?

As Rocco Ancora, Canson® Infinity Ambassador reminds us, "*We all have a memory related to paper photography. An evening with our grandparents to contemplate and listen attentively to the stories of yesteryear told through these photographs,*" says Rocco Ancora. "*That's why I like printing. Far from looking at a computer screen, printing conveys many emotions and moments of gathering all together.* »

Printing holiday photos means sharing and saving those precious memories. Leaning over a paper book, touching the photo, looking at it and enjoying the rendering on paper has far more charms than sitting around a computer or smartphone screen. And above all, to share these photos from generation to generation.

Printing memories to freeze time

Summer holidays are synonymous with good mood, often spent with the most cherished people, an important factor to capture those unique moments for the rest of our days.

Robert Rodriguez, Canson® Infinity Ambassador perfectly transcribes this need to capture a moment on the spot, with the perspective of sharing: "*As a landscape photographer, I am always looking for*

a way to translate what I see and feel in a given place or moment into a printed photograph that can be shared with others. For me paper is a crucial element that I choose very carefully and attentively."

Well printed photos can last for generations, and above all, it captures memories. To print photos is to save memories for eternity beyond a hard disk but in a concrete object, proved to withstand the test of time, creating common memories for future generations, leaving a family heritage that lasts over time thanks to the longevity of the prints.

The importance of choosing the right paper

Paper printing is back in style, the increasing trend is to print, but how to choose the right paper? Known for its wide range of fine art papers, Canson® Infinity papers promise exceptional rendering and longevity.

Less Walking, Canson® Infinity Ambassador says, "Saying I love Canson® Infinity papers is an understatement. These classic papers reflect an authenticity and sensitivity that are not always associated with the digital age. Each paper, so unique and intrinsically beautiful, brings depth, richness and dimensionality. These qualities enhance my impressions and I can't imagine working without them."

Photos printed on Canson® Infinity paper can be kept in excellent condition for many years, a good way for future generations to remember those happy holiday memories. Hard to imagine with a hard drive or on a smartphone.

**For any request for additional information or test of Canson® Infinity fine art papers,
please contact the Open2Europe press service:**

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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®** favours the use of natural minerals and the purest of materials, without optical brighteners, to provide you with printing materials that are resistant to ageing. 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.

To find out more, visit: <http://www.canson-infinity.com/en>