

## Photography Case Study

Martin Parr



# Photographer Martin Parr reaps benefits of print with Canon

## MARTIN PARR

### Company Name

Martin Parr

### Industry

Photography

### Founded

2005 (current studio)

### Location

London, UK

### Services

Photography, printing, image editing

### Website

<http://www.martinparr.com>

### Relationship with Canon

10 Years

### Objective

To drive business growth via an end-to-end digital workflow to operate more effectively and grow revenues.

### Challenges

- Insufficient in-house printing service with previous technology
- Limited productivity
- High outsourcing costs
- Onerous in-house editing system
- Limited image control from input to output
- Concerns with consistency of printed output

### Approach

- Requested samples from various leading printing technology suppliers and sought advice from peers
- Canon samples were best quality and Canon solution and service was recommended by industry peers
- Installed Canon imagePROGRAF 12 colour printer to accompany Canon camera technology for digital workflow
- To use two 12 colour imagePROGRAF iPF8400's - to work alongside new EOS 5DS to produce pop-up event in Nice supported by Canon

### The Canon Solution Products

- Canon imagePROGRAF 12 colour printer
- Canon 5DS-R

- Canon 5D Mark iii
- Canon 24-70mm f2.8 L ii USM lens
- Canon 24-105mm f4 L IS USM lens
- Canon 70-200mm f2.8 L IS ii lens
- Canon 50mm f2.5 Macro lens
- Canon Macro Ring Lite MR-14ex ii
- Canon 580ex ii Speedlight

### Results



Print has become core revenue stream, with new commercial opportunities via pop-up shops. High-end prints being sold for up to £10,000 a unit



Streamlined, reliable and consistent image workflow from input to output via one technology supplier



100% increase in productivity



Producing in excess of 32,000sqm (8 acres) of print since 2012



Laid foundations to run a completely digital process by 2017

# Photographer Martin Parr reaps benefits of print with Canon



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## The challenge

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World renowned British photographer, Martin Parr, has always appreciated the symbiotic relationship between photography and print. In the 1980s, he could often be found in a darkroom, handling photographic film and producing his own black and white prints. And to this day, Parr remains a firm believer that a photograph's value is truly realised in the physical form.

The advent of digital photography and printing technologies has enabled Parr to further explore and commercialise this appreciation, becoming an early adopter of Canon's EOS 5D camera series in 2006.

"I took the plunge and, like many other of my colleagues, once I did it, I never looked back," explains Parr. "I also recognised the attraction of my studio producing my own output via digital printing technology, giving me complete control from input to output, which appeals to my meticulous attention to detail."

As a member (and now President) of Magnum Photos - an international photography cooperative - Parr received a complimentary digital printing device, enabling his London-based studio to experiment with the possibilities of digital printing in-house. This taster allowed Parr to see the potential of the technology, however, he still had reservations, as his print production manager Louis Little explains:

"The quality, speed and reliability of the technology was not quite there, and as a result we outsourced a large proportion of our print work. This was a frustrating overhead, as was the costly and time-consuming image editing process of touching up images where the reproduction had suffered across the conversion process between different devices from different suppliers. We identified the need for a synchronised imaging workflow and a partner to support this vision."

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Whether in our studio in London or at pop-up shows worldwide, with the support of Canon we are able to bring Martin's photography to life in compelling ways and ensure his work stands the test of time.



## The solution

Parr's team requested printed samples of the photographer's work from various leading suppliers, while Parr spoke to peers who were already printing in-house - the majority of whom recommended Canon's imagePROGRAF technology.

Parr elaborates: "Canon's output is superior in terms of how the pigment ink interacts and bonds with the media for a consistent and stable print. The accompanying training from Canon to maximise the technology's capabilities was also vital."

more efficiently. Both of these attributes are key in selling his prints to exhibitions and art houses around the world, and in exploring 'on-demand' opportunities such as pop-up events.

"By letting the technology do most of the leg work, my team and I have the power to produce more high quality work much faster," continues Parr. "This enables me do what I do best - take pictures. With the latest Canon camera - the EOS 5DS - I can shoot up to 600-800 raw high res images a day and then hand the storage file over to my studio team, who can then edit and print within an hour."

That speed and flexibility lends itself well to pop-up shows. Previous experience at such events in Australia, the UK and most recently in Nice, France, enabled Parr to shoot and print on-site, and engage directly with prospective clients. "Reliable technology is an integral part of the 'real-time' process," explains Little. "It means Martin can focus on capturing the images he wants without having to worry about any problems with his equipment."



Consistency is a watchword for Parr, and he recognised that having technology from the same supplier across the imaging workflow would be beneficial in helping him maintain a superior level of output and operate



## Achievements

Printed work has become a lucrative revenue stream for Parr, with his prints selling for up to £10,000 apiece. Parr also estimates that the team has produced over eight acres of print using the Canon technology since installing it in 2012: "I'm fairly certain no other photographer prints as much as I do!"

His studio can work on multiple projects at once and productivity has been increased by 100 percent. "An entire photography portfolio for an exhibition used to take at least a week to produce, however now we can produce it in just a couple of days," states Little.

The benefits of Parr's digital set-up was evident at his 2015 pop-up show in Nice entitled 'Life's A Beach', run in association with Canon and Magnum Photos: "The speed we're now operating at enables me to spend more time on fine-tuning prints to fit Martin's exacting specifications, which raises the overall quality of our work," continues Little. "As we demonstrated in Nice, we can shoot, edit and reproduce images in a matter of hours. The people who Martin photographs on the beach in the morning can see themselves up on the wall in our makeshift studio in the afternoon that day."

Parr has also opened the doors to his studio to colleagues in the photography world. "Other photographers are curious about our digital set-up," remarks Little. "We let them come in and I demonstrate how it all works with their images. We've started producing some of their work, so there is growth potential to make the service a serious revenue stream in the future. But for now, our chief focus is on Martin and his customers."

Parr's studio is even restoring its customers' c-prints that have faded over time. "It's early days, but our customers are recognising that the quality of our digital printed output is comparative with more traditional processes," adds Little. "That's why we're confident we will be running a completely digital environment by 2017."

The success of Parr's pop-up shows has vindicated his approach. "Whether in our studio in London or at pop-up shows worldwide, with the support of Canon we are able to bring Martin's photography to life in compelling ways and ensure his work stands the test of time."



Discover more

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