

Bringing Art to the People...a request from Singaporean artists

At the Singapore International Arts Fair, many exhibiting artists were amazed by the quality of fine art reproductions exhibited by **E. J. Motiwalla & Co.**

Originals were scanned using the **Cruse ST 220VR Fine Arts Scanner** and subsequently reproduced via regular ink jet printers on several different media from an inexpensive Easy Poly-Canvas to very high quality cotton rag fine art papers and also on cotton canvas.



The digital capture of the details of the brush strokes, the texture of the medium, the lashings of paint, the realistic colors and the 3-D texture effect of the scanned pieces enabled the reproduction of prints which were remarkably close to the originals...in many cases leaving the crowd guessing which was the original and which the reproduction.

Several artists, who would like to have their works exhibited more regularly and at more locations in Singapore, but find transporting originals (especially large pieces) too expensive and too cumbersome, explored the idea of exhibiting reproductions of their chosen pieces particularly **as the reproductions were faithfully close to the originals.**

The scanning of the originals would be done on the **Cruse CS ST220VR** scanner which can scan images up to 120cm x 180cm and even larger. The scanned images would be retained by the artist.

The artists or their appointed galleries reproduce these so they are in total control of their artwork and the number of reproductions they wish to have printed.

These reproductions are then exhibited at libraries, government departments, community centers etc. giving local artists much greater exposure of their works while at the same time *bringing art closer to the public.*

Naturally, these high quality digital images will make for lasting archives and enable the artists to have much better catalogues of their works and significantly better images of their work on the web.