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## 20X200 MAKES PHOTO COLLECTING EASY AS 1-2-3



© BIRTHE PIONTEK

One image from Birthe Piontek's series "Sub Rosa" recently went on sale at the 20x200 site.

It's been less than a year since gallery owner Jen Bekman launched 20 x 200, her online venture that makes collecting original photographs easy, accessible and affordable, and already it has proven popular with both buyers and photographers. Bekman has long supported emerging photographers through her shoe-box-sized gallery on the Lower East Side in Manhattan and the Hey, Hot Shot! competition she organized. Wanting to use the reach of the internet to bring photography to more people, she launched the 20x200 site in September. Each week she posts one new digitally printed photo and one new work on paper (by an illustrator, designer or collage artist). Just as at a traditional fine art gallery, prices are based on the size of the prints and the size of the editions. The difference at 20x200 is that the starting price is much lower: an 8 1/2 x 11-inch print in an edition of 200 is \$20; a 17 x 22-inch print in an edition of 20 is \$200; a 30 x 40-inch print in an edition of two is \$2,000. Collectors can order and pay for the images they buy online. Bekman posts only one image per photographer; photographers whose work she has posted so far include Charlie Crane, Brad Moore, Nina Berman, Beth Dow, James Deavin, Birthe Piontek and Scott Eiden.

Often the best ideas are the simplest, and the simplicity of 20x200 has generated a lot of buzz from magazines such as *Dwell* and *ReadyMade*, and sites such as Boing Boing and Apartment Therapy. It's also generated plenty of sales: In March, small-size prints by Colin Blakely and Bert Teunissen sold out in less than a week.

Photographer Brian Ulrich says the only hard part of participating in 20x200 was choosing one print to sell. "We actually deliberated a long time to find an image that worked in each size," he says. "Jen edited it down to two from my suggestions and I think the image we chose worked really well and worked as a beautiful print." Ulrich adds that he made some extra effort and chose to reproduce his print as a lightjet C-print.

Ulrich loved Bekman's 20x200 idea. "I had been wanting to make a large edition for an affordable price for some time," he explains. "I did not expect to get the response we did and the print sold out very quickly and sadly many people missed out, though about as many did get a print. Since, I've heard a lot of great feedback." With a new work posted every Tuesday and Wednesday, the buzz just keeps building.

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## YOU CAN CREATE BEAUTIFUL INKJET PRINTS THAT DON'T FADE

Long ago, some thought the phenomenon of inkjet printing would fade, and they were right—quite literally. Put one of those early inkjet prints in a frame on a wall and watch the colors fade away like a popsicle in the hot sun. Later, along came pigment inkjet printers that produced photo prints with longevities of 200 years or more. Still, some said, "Well, your inkjet photo may last a long time but a pigment print looks dull. The colors are bland. It won't last." And with certain printers, they may have had a point—but no longer. The latest pigment printers from Epson, Canon and HP produce glorious photo prints in all sizes that will last several lifetimes. "But what about clogging? Don't pigment printers always get clogged?" Anti-clogging technology in some of the latest printers is making that a thing of the past, too. So we ask you: What's not to like?



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## TRAVEL ACCOMMODATIONS

Talk all you want about the cutthroat competition, photographers look out for their own. When you're in a strange city, you'll always find a couch to sleep on.