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Case Study

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High Quality

"Xerox had to satisfy me and the way I wanted my artwork to look with all its subtlety and variation," van Glinkenkamp says. "I really like the results. It's a handsome book. If I saw it in a store, I would pick it up and look at it."

Great Promotional Tool

The book has opened doors to additional exhibitions, commissions and other opportunities by serving as a turnkey promotional tool that presents van Glinkenkamp's work to curators, publishers and producers in a way that is immediately understood. Among the new opportunities: a new commission for a series of educational collages on Canadian heroes; several future high-profile exhibitions; and new interest from book publishers and film producers.

Art Value Increasing

The value of van Glinkenkamp's original art has increased in recent years, as he gains valuable exposure by showing at respected locations secured partly with the book.

Flexible and Functional

The PDF book file and the posters developed from its page designs can be printed anywhere, in small quantities and at relatively low cost. The book has been rendered in several sizes, for European and North American audiences; two languages (English and German); and may also find use as a catalog accompanying future van Glinkenkamp exhibitions. The posters have supported van Glinkenkamp's San Diego Maritime Museum exhibition and other appearances.

In the Finest Libraries

The book has been added to many of the world's finest libraries. Some own rights to the images in the book and received a copy as part of the usage agreement van Glinkenkamp negotiated. Others sought the book to round out their collections.

Personally Gratifying

"It's enormously gratifying for an artist to see his or her work produced in another medium," van Glinkenkamp says.

Award Winning

The 2004 Gold Ink Awards, sponsored by Printing Impressions and PrintMedia, recognized Xerox and Tucker Printers with a gold award for the *Echoes in the Ice*. This book was produced on the Xerox iGen3® Digital Production Press.

Artist **Rik van Glinkenkamp** broadens his work's reach, appeal and value by self-publishing in short runs with the Xerox iGen3® Digital Production Press.



Rik van Glintenkamp

Rik van Glintenkamp is an artist, a director of documentary and dramatic films and a former fashion photographer who lives in Glendale, Calif. His collages on Antarctic exploration have been exhibited at the Scott Polar Research Institute at Cambridge University, England; the Royal Geographical Society, London, and at numerous museums and research and science centers in the United States and Canada.

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Tucker Printers

Tucker Printers, Henrietta, N.Y., is a full-service printer offering state-of-the-art prepress, press, and bindery facilities to customers nationwide. The firm is a subsidiary of Consolidated Graphics, which has a coast-to-coast presence of printing companies spanning 25 states that generated more than \$700 million in revenues in 2003.

Web site: www.tuckerprinters.com.



TUCKER PRINTERS

The Challenge

1

“Publishers said the market was too small to justify the investment in a long print run. But that doesn’t make the work any less viable.”

Lois Steinhardt, Rik van Glintenkamp’s Manager



During the 1990s, artist Rik van Glintenkamp’s lifelong passion for Antarctic exploration led him to develop a documentary film proposal that evolved into a series of collages. These reproduce diaries, letters, maps, drawings, paintings and photographs of Antarctic explorers and their expeditions. He exhibited the collages in museums and galleries in the United States, Canada and the United Kingdom, and subsequently sought to publish them in a book. However, publishers believed his audience was too small and his topic too specialized to cost-justify the book. Long impressed by the Xerox color copying and printing technology he used to create the original collages, he approached Xerox in March 2003 about book publishing alternatives.

The Solution

2

“I didn’t know anything about print on demand—that you could print high-quality art books in short runs cost effectively—until I saw it done.”

Rik van Glintenkamp



Xerox introduced van Glintenkamp to the Xerox iGen3® Digital Production Press. van Glintenkamp partnered with Xerox to produce 20 of his 90 collages in a book that is a promotional tool for him and a print sample for Xerox. The collages were digitally photographed, and the book layout reformatted as a PDF file, which can be printed anywhere that digital book production equipment resides, in small quantities and at relatively low cost. The book was produced in several sizes, for European and North American audiences. Modified page designs serve as posters that can also be produced economically, on demand.

The Benefit

3

“This book is beautifully executed and personally gratifying. It presents my work in a way that’s immediately understood, so it’s probably the best promotional tool I could have.”

Rik van Glintenkamp



The book, *Echoes in the Ice*, has successfully rendered Rik van Glintenkamp’s art in a manner that is personally gratifying and professionally valuable as a promotional tool. The image quality is excellent, surpassing his expectations. The 80-pound textured cover, translucent vellum title page and Xerox coated paper book block add to the aesthetic. The book gives curators, publishers and producers an easy-to-understand presentation of the artist’s work, helping him secure new opportunities, including a commission from the national government of Canada and new interest from publishers and broadcasters. He has also used posters based on the book’s page designs to support his shows and appearances. With the added exposure, the value of van Glintenkamp’s art has increased.