

Danish artist finds scanning superior to digital photography



PRODUCTS: IQ FLEX flatbed scanner and Nextimage 5 software

CHALLENGE

Color matching is hard to reproduce when digitizing artwork for commercial purposes. Danish artist Sofie Børsting thought that digital photographing her artwork is the only way to achieve the quality she wants. However, that is an expensive and time-consuming solution.

SOLUTION

IQ FLEX large format flatbed scanner from Contex is an optimal alternative to digital photography of artwork. Different types of originals with different kinds of paint and media is easily digitized – all on the same scanner.

RESULTS

Taking into consideration that this is a lifetime investment for an artist like Sofie Børsting, the cost of digitizing artwork with the IQ FLEX scanner compared to a photographer would be significantly lower. And this is without compromising the high quality you get from a photographer.



I haven't seen any errors in the scans. That is surprising to me. It is just great quality scans.

*Sofie Børsting, Danish artist,
sofieboersting.com*

Background

Danish artist Sofie Børsting creates an illustrated line of products that sells in some of the finest design shops in Scandinavia and around the world. The artwork is made from a combination of carefully hand drawn botanical elements, collage and gouache with details that needs to be preserved – also when digitized for further production.

If you ask Sofie Børsting, it is crucial to any artist that digitized versions of their originals do the artwork

justice. Therefore, quality is the focal point of any investment.

We invited Sofie to visit the Contex demo room in Denmark, where she quickly realized that even the entry-level scanners fulfill her quality demands. It was surprising to her that all Contex scanners deliver up to 1200 dpi, even the flatbed. Most of the time a 1:1 scan of her originals is enough. However, when originals are digitized with the aim of printing on, for example, wallpaper and pillow cases, 1200 dpi really widens your options.

CHALLENGE

Quality loss is not acceptable

Quality is not just about numbers. It is also, about what you can see with your own eyes. Therefore, Sofie and our specialists were looking for flaws in the scans while trying to push the scanner to its limits. Sofie was especially interested in our IQ FLEX flatbed scanner. She loved the flexibility and protection of the originals that you get with a large-format flatbed scanner. When comparing the originals and the scans, she said, "If artists are looking for great color reproduction, they will be happy with the IQ FLEX".

Sometimes she would use Photoshop to do small adjustments, but we showed her how she could do that using only the scanning software from Contex – Nextimage 5. She loved the stitching feature for originals that are too big to fit on the glass plate. And to her surprise she was unable to locate any stiches on the scan.

SOLUTION

Meeting the requirements

Together with Sofie, we scanned all sorts of her mixed media artwork. We scanned paper-thin, canvas-thick, different types of paint and surfaces, with and without protection cover, and so on. It all went well, and Sofie was happy with the results. The only process that was a little challenging was scanning some of her new oil pastel drawings as oil pastels create a surface that is somewhat 'powdery'. This caused some color smudging on the glass plate, which then needed to be cleaned in between each scan. However, the plate is easy to clean.



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I have been looking for a scanner like this for years. I have called, googled and asked around. I didn't think a scanner like this existed.

Sofie Børsting, Danish artist, sofieboersting.com

To Sofie it is important to be flexible as an artist. She continuously develops her style, ways of working and choice of materials. Her standards are reflected in her demands for the scanner. The IQ FLEX is the most flexible scanner on the market, and it fits her demands like a glove.

RESULTS

A lifetime investment with ROI in just a few years

Initially, buying a scanner may seem like a big investment, especially for

a one-woman-company like Sofie's. However, a scanner like the IQ FLEX is going to last a lifetime – at least a working-lifetime. Right now, Sofie spends around 80 USD on each original that a photographer has to digitize. This is a large portion of her production cost.

However, when comparing the total cost of photography vs buying a scanner, Sofie found out that she could potentially get Return on Investment in just a few years.

SEE MORE: contex.com/iqflex · contex.com/nextimage-software

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