

# Investing in art



**PRODUCTS:** IQ FLEX flatbed A2/C scanner

## CHALLENGE

Artists may not always want to sell their original artwork. Fortunately, they can sell copies at a fraction of the cost – a win for artists and art connoisseurs alike – as long as the reproduction is as good as the original.

## SOLUTION

Handling delicate and priceless artwork is best left to the professionals. Las Vegas-based ART2art gallery sends all its artists to nearby Graphic Imaging Services. The reprographics shop uses Contex scanners to capture every detail of the valuable art.

## RESULTS

Artists are now selling more of their artwork while making it more affordable to a greater audience. High-quality reproductions give artists more opportunities to generate revenue from the original, whether it's sold or not.



Artists love having reproductions of their work, and customers love that they can get a copy at a fraction of the cost of an original.

*Heiko Katins, Owner,  
ART2art gallery*

## Background

ART2art is a gallery in Las Vegas where artists and art connoisseurs can find solace and inspiration. On any given day, gallery visitors can take in artwork from more than 30 artists. Some days, visitors will even find resident artists creating new masterpieces or chatting with guests as they stroll through the gallery.

However, not everyone can travel to Las Vegas to visit the gallery, especially with the safety precautions arising from the pandemic of 2020. But the show must go on, and

# A scan only takes seconds, but a Contex-scanned asset lasts forever.

ART2art found a way, and it starts with a scan.

## CHALLENGE

### Reproducing art

Creating art is a labor of love, but once an artist sells a masterpiece, it's gone forever. For this reason, artists are sometimes hesitant to sell their originals.

ART2art encourages its resident artists to create reproductions of their originals, especially when some pieces can fetch upwards of \$100,000. The liability alone is reason enough to make a reproduction.

Few artists, however, are inclined to paint an exact replica of their work, and photographing artwork is only acceptable by insurance companies' standards.

The rest of the world wants more.

## SOLUTION

### How it's done

Today, high-quality scans provide the most effective means for reproducing artwork.

ART2art sends all its artists to Graphic Imaging Services (GIS), a local reprographics and Contex scanning shop.

GIS exclusively uses Contex large format scanners such as the Contex IQ FLEX flatbed scanner for thick, framed or dimensional artwork. Vivid



'Geisha' by Eliane Balsewich.

colors are color-matched in seconds and brush strokes are as faint or accurate as the artists desire.

Once scans are completed, GIS shares the file with ART2art to print using an Epson SureColor 64-inch large format eco-solvent printer.

The technology is so advanced that sometimes even the artists can't tell the difference between an original and a reproduction.

### The artists' gallery

Gallery visitors appreciate seeing a wide selection of artwork on display at ART2art – in the store and online. When they spot something they love, it's reassuring that in most cases, they can get a reproduction at a fraction of the cost of the original.

For example, original artwork that normally fetches between \$50,000 to \$150,000, could sell for \$1,600 to \$10,000 as a reproduction.

### Investments pay off

One NY-based artist, backed by investors, wanted to sell his high-end art in Las Vegas – not just originals, but reproductions with embellishments. The originals were scanned and printed by Graphic Imaging Services and ART2art, respectively. The artist fulfills orders from the gallery's online store, whether it's an original or a reproduction. If requested, the artist embellishes the reproduction, making each work of art unique while increasing its value.

Approximately half of the reproductions facilitated by ART2art is embellished by artists.

## RESULTS

### New revenue streams

The biggest sellers of reproduced artwork at ART2art are leading artists Eliane Balsewich and Rocky Asbury. The artists enjoy embellishing reproductions for their loyal customers. They also use the scanned images to show vivid details in their online stores and to promote their artwork via social media.

Artists appreciate the opportunity to share their work with as many people as possible. Now with the high-quality reproductions, they can.

**SEE MORE:** [contex.com/iqflex](https://contex.com/iqflex)