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## *The Artistic Image*

### **Hello Everybody,**

The Artistic Image is surviving the Pandemic and things are starting to come back to a new normal. We downsized to a smaller space in the same building and have adapted to delivering the same high-quality print and framing services as before. Currently we are in the office 3 days per week, I print lots of work at home and as business returns, we will be in the office more days per week. We would like to thank all our loyal customers who supported us during these difficult times.

We have also added a new Metallic paper that a few customers have liked for their prints. Many of our materials have increased in price, and we are currently adjusting some of our prices to reflect those new costs.

Thanks again for your support,  
The Artistic Image

SHADES  
OF GRAY

The Southwest's Premiere  
Black & White Photographic Art Show

There are only a few days left to enter Leroy's ***Shades of Gray*** show. Since its inception, it has been the premier exhibition for Black and White photography in New Mexico. The deadline for entries in this show is September 30<sup>th</sup>.

More detailed information about entering Shades of Gray can be found [here](#).

### **Why our Black and White prints are just better than others**

I learned to print Black and White prints about 65 years ago from a master printer who would send me back into the darkroom when a print was not as good as it could be. I have always had a special love for the rich blacks and the smooth gradations of the

middle tones. The Whites are always the color of the base of the paper you choose to work with. It is important to note that there are many shades of white.

Over the last 10 to 12 years, we have tested and worked with at least 50 different papers. Some were great, and others were not. Some worked great for color, but not so great with Black and White. We have also worked with several makes and models of printers. There are big differences between printers, and newer is not always better. Then there is the ink. Not all inks are the same. We have tried five brands of ink, and just like the paper, some were great, and others weren't. You would think that Black is Black, but the ink that we use has ground carbon in it which gives a much richer dark black tone.

At the Artistic Image we generate our own ICC profiles and are committed to use only archival products for both printing and framing. We do not make just normal, regular prints!

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# New Mexico

Entries for the New Mexico Magazine photo contest are also due soon. Their deadline is October 22nd and this year, they are providing prizes that are worth hundreds of dollars.

For complete information about entering their contest check out their website by clicking [here.](#)

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**A few tips that might help your images show better and just maybe help you win a prize!**



Image by Jo Wright Whitten

- A. ***What is your subject*** Make sure that your subject stands out and that it does not compete with parts of the total image.
- B. ***Get rid of distractions*** Sometimes a small thing like a fence post or a bright stone will be a distraction and take your eye away from the main subject.
- C. ***Sometimes a small amount of vignette will help*** Often, a slight vignette will help focus your attention to the subject and away from the background.
- D. ***Leave a little space around the edges*** Usually, your subject should not go to the edge of the frame. It should also not cut off a small part of the subject. Be sure to plan for a little bit of your image to be under the edge of the mat.

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**We are located at:**

1101 Cardenas Dr. NE Suite 103  
Albuquerque, NM 87110  
(Near Lomas and San Pedro)

Cardenas Dr. is the street that runs directly behind (west) the Smith's Supermarket on that corner.

**We are open:**

Tuesday, Thursday, and Saturday  
About 8:30 am till about 2:30 pm

Please contact us at:  
(505) 554-2706  
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[www.PhotoArtNM.com](http://www.PhotoArtNM.com)  
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