

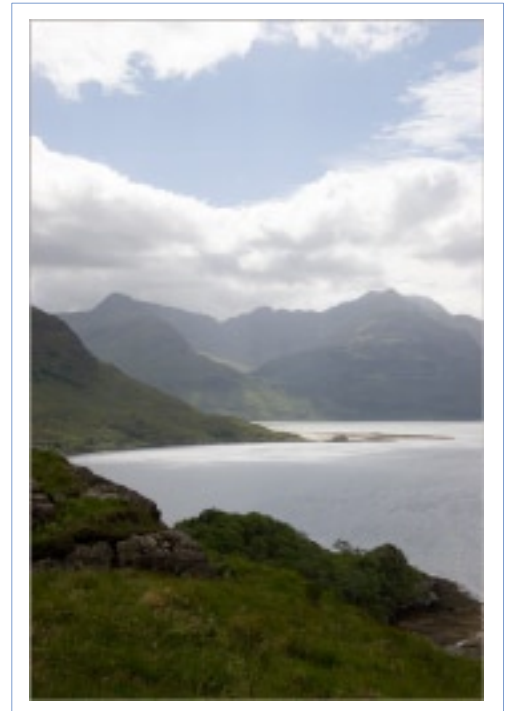
# Handprinted pictures by Ruurd & Mieke Groot

We base our pictures on our own photographic material, often of stunning landscapes, but also of other subjects that struck us as special – from rusting iron to floating jellyfish.

Some of the pictures concern scenes from the flat landscape of the Dutch “polders”, particularly in the West-Friesland region, but others show the rough environment of Knoydart, on the Atlantic coast of the wild Highlands of Scotland, our home for several months each year.

Our main object is to recall as fully as possible the sometimes frankly overwhelming impression a scene or subject made at the moment we took the shot.

The image printed on this page is just a random choice from the many pictures we have available. It's only a tiny “postage stamp”, of course, measuring  $\pm 475 \times 700$  pixels, without detail or subtle hues. The source image files of our real pictures generally contain some 13 to 25 million pixels. Then again, each of those real pixels contains twice as much colour information. Unfortunately, this pdf uses a very limited “colour space”, and the subtle variations of hue and tone of the original cannot be reproduced. Worse still, normal computer displays cannot render colours correctly at all, and their coarse pixelation is quite a hindrance. So in the flesh, our prints are much, much more beautiful.



Barisdale landing point and the Ladhar Bheinn system from above Caolasmor

Despite all modern know-how, photography and printing technology remain severely limited, so “ordinary”, uncorrected photo prints are never really capable of resurrecting the original impression. Besides, vision is something much more complicated than we tend to think.

For years we were involved in research into the how and why of human vision, both in terms of physics and psychophysically. For even more years, one of us has been active as a visual artist, painting pictures etc. By cunningly combining science and the novel powers of technology with the artistic experience, we manage to produce images that say so much more than just photos can.

## Copying the preview pictures from our web-site

Most visitors of our web-site will be aware of how to copy pictures from the web for their private use. In Microsoft's Internet Explorer e.g. a click with the right mouse button on a picture reveals a context menu; in this, you just left-click on the “Save Picture As...” line, and finally on the “Save” button of the “Save Picture As” window that appears. Naturally, this also goes for the square zoom-detail pictures. Images copied in this way may be freely used for all sorts of non-commercial purposes. (We'd appreciate being mentioned as the source – just by referring to IWACC – but that's no obligation, of course.)

Remains the fact that our web-site pictures are small and “coarse”. Yet for some people there's an advantage attached. Proud owners of an image processing application that doesn't ignore embedded colour profiles – like most browsers do – will get a better impression of the colours. One such application is Adobe Photoshop. To be sure, the colour profile (8-bit sRGB) of our wee web-site images is quite a bit less impressive than that of our real pictures (16-bit Adobe RGB in older pictures and 16-bit ProPhoto in younger ones), but the advantage is that more image rendering applications will know how to handle it. Moreover, it'll fit better within the limitations of most displays. Mind you, those same displays generally will be “uncalibrated”, so it remains something of a lottery.



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(Copying the preview pictures from our web-site, continued)

Finally, a tip (no doubt quite redundant for the experienced). After editing an image in an application, it's better not to save it again in the JPEG format (as a \*.jpg file). That method uses a type of compression that isn't loss-free, so it degrades the image. It's happened already once to our web-site pictures – well, we did it. Every time an image is saved in JPEG format, more gets lost. This doesn't occur with formats as TIFF (\*.tif) or PNG (\*.png); the image file then will turn out a bit bigger, of course, as no compression is applied. (With some applications it's possible to save 8-bit TIFF format files with LZW compression, which is loss-free.)

NOTE When copying files as described in the first part of this text, images are not degraded. Image content then isn't saved once more, but copied without change.

### Technical details

- each picture is individually printed, laminated and framed
- ink and paper are selected for colour rendition and durability (the pictures will keep for life — and more)
- the high gloss laminate we use to encapsulate our pictures not only insures maximum colour depth, but also gives them lasting protection against moisture and dirt
- each picture is provided with a certificate and directions for use
- the standard frames are matte aluminium; a natural wooden frame may be chosen for an additional fee; both frame designs are professional museum quality
- the standard size of a framed picture is based on A3 paper ( $\pm 17" \times 12.2"$  including the frame) or on A2 paper ( $\pm 23,9" \times 17"$  including the frame); different sizes by mutual arrangement

### Ordering

One may order by telephone call, fax or e-mail message, or by writing to the address given below:

- state the number shown with the picture on the web-site; to avoid confusion, add the date you visited the web-site, and preferably also the caption of the image
- if you insist on a natural wooden frame, please state so clearly
- state your name and address; if applicable, add telephone number and/or e-mail address
- on receipt of your order we'll acknowledge by return, simultaneously confirming the total amount due (cf below) and the expected delivery period
- on receipt of our confirmation, please transfer the total amount to our bankaccount at Postbank N.V. account no. 5236707 (BIC: PSTBNL21; IBAN: NL95 PSTB 0005 2367 07) in the name of IWACC, Lange Weide 6, 1631 DL Oudendijk, the Netherlands
- on receipt of your payment, the picture you ordered will be made and sent asap in special protective packaging
- collecting pictures from our Oudendijk studio (see below) is simplest, of course!

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### Basic prices (October 2008)

framed picture on A3 paper (laminated print) € 75

framed picture on A2 paper (laminated print) € 160

- this price applies to matte aluminium frames; for natural wooden frames an additional fee is due
- prices include VAT (6% BTW; art rate)
- special orders (paper size A4, bespoke subjects etc.) by mutual arrangement
- the basic prices apply to pictures collected from our studio; cf the next section

### Shipping costs

- Anywhere in the Netherlands for € 20 (contribution to postage + special packaging)
- Any other country in the world for the actual postage plus € 15 (contribution to special packaging)

These amounts apply to shipping 1 standard size picture. Shipping costs for several pictures together will depend on weight and destination.

- Transport insurance can be arranged to the buyer's expense.
- As prices of material and shipping may change unpredictably, our prices may do so as well.
- Sorry, but payment by cheque, creditcard or similar means is not possible.

### Visiting

We'll gladly welcome anyone who'd like to see all that beauty for real and have a wider choice in our studio in Oudendijk, a tiny hamlet along the Westfrisian omringdijk ("girding dike"). **But please do make an appointment first!**

### Contact data

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