

Technology In Our Lives

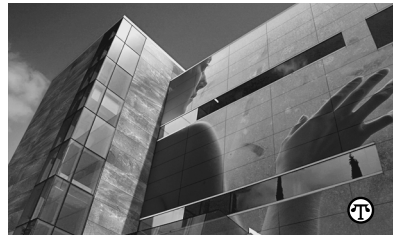
Going Digital: The New Way To Bring Art Home

(NAPSA)—“The art of making art,” wrote Stephen Sondheim, “is putting it together.” And for artists and designers today, putting it together often involves digital imaging techniques and terms like dpi, inkjet, quadtones and vaporization. These are all part of the technique known as digital art.

As an example, interior designers are now using the medium to offer discriminating clients custom finishes as well as unique works of art. Ceramic tile manufacturers from Spain have introduced super-high-resolution imaging capability, which allows design professionals to work with tile manufacturers to create limited-run, one-of-a-kind walls and floors. If a client wishes to create a “portrait” of a favorite child or pet, it can be done and tiled into a wonderful playroom or nursery. The options are limitless.

The digital printing process turns photographs, artwork, designs, logos—virtually any images—into elaborately decorated wall or floor coverings. These “works of art” may be used to illustrate panoramic views, such as a view out of a window, or a more traditional mural scene creating an artistic design sensibility. This “tile technology” allows for the product to be used in unexpected situations, mimicking wallpaper, creating ceramic “headboards” or even styled to look and function as wainscoting.

Reproductions of conventionally produced artworks are licensed and offered by tile manufacturers who often have libraries of thousands of images. Not sur-



Super-high-resolution tiles from Spain allow artists and designers to create one-of-a-kind walls and floors.

prisingly, art colleges are getting into the act. Many are including B.A., M.A. and even Ph.D. courses in digital fine art and design. According to an article by Helen Burggraf, *Artists & Illustrators* magazine, quoting Geoff Thomas-Shaw, director of design communication at the Chelsea College of Art & Design in London, “[We] took a bold decision to add a new department, called design communication, in recognition of an increasing blurring of boundaries between art and communication, and between traditional skills base and emerging technologies.”

As far as integrating interior design, Burggraf notes that “a small but growing number of consumers are becoming educated about digital fine art and are actively buying it. Meanwhile, a trend towards more contemporary home furnishings may also help move digital artwork that is modern in feeling and looks good with sofas and chairs.” These are excellent venues for using ceramic tile from Spain as the digital artists’ canvas. For more information, visit www.spaintiles.info.