ChromaLuxe Strengthens Support of Fine Art Photography by Sponsoring the 2017 Palm Springs Photo Festival

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FOR IMMEDIATE RELEASE

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LOUISVILLE, KY – May 4, 2017 – In continued support of the fine art photography industry, ChromaLuxe is pleased to announce it will be a sponsor of the 2017 Palm Springs Photo Festival to be held May 7 – 12 in Palm Springs, California.

The festival provides professional, emerging professional and advanced amateur photographers with opportunities to learn from legendary photographers, portfolio reviews, test the newest photography gear, attend seminars, symposiums, networking events and presentations by world famous photographers.

“We are honored that ChromaLuxe has chosen to participate as a sponsor at this year’s festival,” said Jeff Dunas, Director of the Palm Springs Photo Festival. “Festival attendees and instructors are in the upper-echelon of fine art photography and ChromaLuxe metal prints are a unique, upscale product that will resonate with this high-end audience.”

In addition to the sponsorship, ChromaLuxe will be featured in a festival seminar by Henry Wilhelm, founder of Wilhelm Imaging Research and one of the world’s leading experts on print permanence. The seminar, *Examining the Latest Printing Technologies: How Great Photographers Are Exhibiting Their Work with Henry Wilhelm*, will be held on Tuesday, May 9 from 3:00pm – 4:45pm.

During the seminar, fine art photography by Andreas Gursky, Cindy Sherman, Jeff Wall, Joel Meyerowitz, Annie Leibovitz, Stephen Shore, William Eggleston, Ed Burtynsky, Elger Esser, and others will illustrate printing processes and show their permanence characteristics.

Additional seminar information and registration details can be found at the following link: http://2017.palmspringsphotofestival.com/project/seminar-2-5/.

About Palm Springs Photo Festival:

The Palm Springs Photo Festival Connect 2017 offers the opportunity for professional, emerging professional & serious advanced amateur photographers to study with legendary photographers, show portfolios in our celebrated portfolio review program, check out the latest gear, attend cutting-edge seminars, symposiums, networking events and enjoy evening presentations by world famous image-makers.

About Henry Wilhelm:

Henry Wilhelm is president and director of research at Wilhelm Imaging Research, Inc. His wife and long-time collaborator, Carol Brower Wilhelm, manages the company. Henry has authored or co-authored more than 25 technical papers that focus on permanence testing, the stability of traditional and digital color photographs, and the long-term preservation of photographic collections in very low temperature storage. He holds two U.S. Patents for the invention of the first archival print washer for black-and-white fiber base prints.

With contributing author Carol Brower Wilhelm, he wrote The Permanence and Care of Color Photographs: Traditional and Digital Color Prints, Color Negatives, Slides, and Motion Pictures, published in 1993. More than half a million copies of the high-resolution PDF/A edition of the 761-page book have been downloaded since it was made available for free in 2003. Henry is currently working on a new free eBook to be titled, The Digitally-Printed Photograph, which will be published in 2017; frequent updates

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will follow. http://www.wilhelm-research.com

About ChromaLuxe

ChromaLuxe is the global manufacturer of premium print media, supplying high quality blank substrates for a variety of applications that require superb image quality and durability. All coatings and substrates are made in the USA with manufacturing and fabrication done in Louisville, KY. With additional locations in Belgium and Australia, ChromaLuxe serves its global customer base and provides products to more than 65 countries.

ChromaLuxe is an extension of Universal Woods, the world's leading manufacturer of hard surface sublimatable products and mezzanine decking. It is also a sister brand to Unisub, which provides the highest quality custom sublimatable products. To learn more about ChromaLuxe, please visit: ChromaLuxe.com. Connect with ChromaLuxe on Facebook (facebook.com/realchromaluxe), Instagram (instagram.com/realchromaluxe) and Twitter (twitter.com/realChromaLuxe).

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