

Art & Photography training news

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HP teams up with Ultimate Design Graphics and Chisholm Institute to facilitate high quality display prints at fr-1 Motor Show

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The fr-1 concept car was launched at the Melbourne Motor Show this year in February. A fusion of high tech design capabilities and the bespoke old world craftsmanship the fr-1 project was designed to reinvigorate interest in the automotive industry for students – not just the design and making of the car itself, but all the peripheral activities including branding and graphic design.

HP joined an impressive list of sponsors for this project including Holden, Network Ten and News Limited. Teaming up with HP Designjet Expert Partner Ultimate Design Graphics (UDG) and Chisholm Institute, HP facilitated the production of the high quality display prints that were the hallmark of the fr-1 Motor Show display in Melbourne.

Gary Heath, Co-ordinator of the Diploma of Graphic Design at Melbourne's Chisholm Institute oversaw the production of the prints at the HP Imaging and Printing Experience Centre in Melbourne facilitated by HP agency Brainsells.

"There were various plans and display materials that needed to be produced throughout the course of the project," explains Heath. "We worked closely with UDG. We have a great relationship with Linda and Jim from UDG and have purchased all our HP Designjets through them. As a team we produced the four large displays that were used at the Motor Show as well as backlit displays and banners."

Heath, a colleague and two students at Chisholm worked with the fr-1 team to develop graphic concepts.

"It was great experience for the students involved and they really showed their commitment as this was an extra-curricular activity. We worked in partnership with the fr-1 car design team to provide graphic support throughout the project."

He says fr-1 Project Director Brian Tanti of the Autohorizon Foundation was an inspiration to work with. "He is incredibly well respected in the automotive industry and a true authority. The energy he had for this project was palpable and it was a great project to be part of."

For the Motor Show Heath and his team produced 5m x 1.4m display banners which were output on media



sponsored by UDG and printed on the HP Z6100 60" photo printer.

"If we hadn't had HP's support we wouldn't have been able to afford to produce the prints and displays," states Heath. "Their support was invaluable. Throughout the project people have been incredibly generous, it restores your faith in human nature, everyone has been so helpful and happy to participate. And Linda from UDG has been sensational." Heath says the final images were stunning and the display at the Motor Show was a standout. "The display itself drew a lot of attention. It is great to see companies like HP supporting the car designers of tomorrow by making certain the displays were as professionally presented as the car itself. People were blown away by the visual impact of the fr-1 display at the Motor Show."

fr-1 received considerable media coverage and the car is now heading to the 2010 SEMA (Specialty Equipment Manufacturers Association) Trade Show under the auspice of the Department of Innovation, Industry & Regional Development – Victoria Technical Presentation Programme.

"We are keen to continue our association with the Autohorizon Foundation and its future in delivering programmes that support education, community and Australian manufacturing"



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GARY HEATH

Co-ordinator, Diploma of Graphic Design, Chisholm Institute (Above)