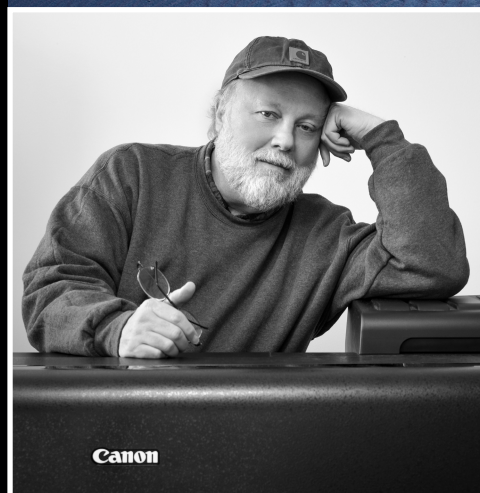




imagePROGRAF



Red Sky and Dunes at Sunset, White Sands National Monument, New Mexico ©Craig Varjabedian



Canon

Craig Varjabedian with  
Canon imagePROGRAF PRO-4000  
Photograph by Elizabeth Beall

## To Render the Light Itself— Fine Art Photographer Craig Varjabedian on the Canon imagePROGRAF PRO-4000

**Craig Varjabedian** is an award-winning photographer, author, and teacher living in Santa Fe, New Mexico. Founder of Eloquent Light Photography Workshops, Craig has been a professional photographer and teacher for over 45 years and has a Master of Fine Arts degree from the renowned Rochester Institute of Technology. His work has been collected and exhibited by individuals and museums around the country. Craig's exquisite photographs of the great American West can be found in the collections of such prestigious institutions as the Bancroft Library at the University of California and The Albuquerque Museum of Art among others. His twelfth book, "Into The Great White Sands," has garnered accolades, including a prestigious New Mexico-Arizona book award. An exhibition of this work debuted at the Museum of the Southwest in Midland, Texas, and is currently touring the United States. Craig's current work, *Faces of Native America*, explores, through powerful portraits, the nature of being Native American in the twenty-first century.



Larry Eagle Dancer, Meskwaki Nation from *Faces of Native America* Project ©Craig Varjabedian



Sparrow and Her Cowboy Richard, San Marcos, New Mexico  
©Craig Varjabedian



Spirit Light, Antelope Slot Canyon, nr. Page Arizona  
©Craig Varjabedian



While Craig is passionate about the craft of photography, his ultimate goal lies in sharing what he sees through the camera presented as a fine art print. The print is a culmination of what it means to him as an artist—in expressing the wonderful moments, majesty, and evocative experiences he hopes to share through his landscape and portrait photographs. In his view, *“Looking at one of my finished fine art prints most compellingly takes you back to that magical moment when the light and the powerful emotions that brought the image into the world somehow combine. What is created is akin to alchemy revealed through ink and paper in the most profound way.”*

As a true artist and skillful professional, Craig has used many printers over the years, creating prints for collectors and museums in his effort to share the power of his vision. He approaches the making of fine photographs with a passion to provide his collectors with prints that are exquisite and masterfully produced. This desire has led him to the Canon imagePROGRAF PRO-4000 Professional Large-Format Printer, which has become a vital tool in his workflow. Craig elaborates on this idea by adding, *“My Canon printer gives me incredible control over my finished prints—I become the ‘maker’ from the moment I capture the image to making the finished print—it is all my own work created by my hand. This is important to me as an artist and it is as equally important to the people who collect my work.”*

*A fine art image hanging on the wall exists in the quiet of that space and allows the viewer to share*

*in the experience depicted in the photograph. The Canon printer is the way to take the viewer there. This printer has given me the instrument that combines both craft and process so wonderfully to express what I want to say with my photographs—and for me it does it better than any other printer I have worked with. There is an indefinable subtlety found in the color and the quality of light captured in my images that is revealed in the prints that I create with the Canon [printer]. It seems to me that it almost renders the light itself within the finished print!”*

While some printers can be complex, Craig finds this Canon large-format printer to be both efficient and intuitive to use. Among the features he values are the touch-screen, precise automatic head calibration, and the ease of changing out the pigmented ink tanks. *“Longevity is very important to me; I want my prints to always look as beautiful as the day I deliver them. For this reason, I use Canon LUCIA PRO pigmented inks, printing on alpha-cellulose or cotton fiber archival fine art printing papers.”* With Craig’s desire for excellence, it’s important for him to use the highest quality, most effective equipment possible to make his prints. *“To put it simply,” declares Varjabedian, “my work looks pretty damn great printed with my Canon PRO Series printer—end of story ... period.”*

View more of the photographer’s work at [craigvarjabedian.com](http://craigvarjabedian.com).

 [USA.CANON.COM/imagePROGRAF](http://USA.CANON.COM/imagePROGRAF)



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