

ERIC NEILSEN PHOTOGRAPHY

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CUSTOM PRINTING, FINE ART PRINTS, PORTRAIT AND COMMERCIAL PHOTOGRAPHY



ERIC NEILSEN

CUSTOM PRINTING

FINE ART PHOTOGRAPHS

COMMERCIAL PHOTOGRAPHER

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Pricing information and additional samples of commercial images as well as fine art images can be found on the web at <http://e.neilsen.home.att.net>.

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Current pricing subject to change without notice

INTRODUCTION TO E.J. NEILSEN

I was born in Cleveland, Ohio, in 1959. My family moved to the Santa Clara Valley in 1962. After spending my early years studying the French horn and performing with symphonies and bands throughout the San Jose and San Francisco area, I turned my artistic talents toward photography and cinematography. I have been active in photography since 1978. Although a real interest in photography didn't develop until I entered college, I received early exposure to photography while attending grade school in San Jose, making contact prints and developing film.

After working in a camera store for several years, I apprenticed in the portrait studio of Emma Hooker in Los Altos, CA. My involvement in platinum/palladium printing began 1982 when I became Chuck Henningsen's photographic assistant in Portola Valley, California. Although much of my photographic knowledge was based in traditional B&W and color, adding the platinum/palladium printing process was relatively easy for me because of my background in chemistry.

In late 1983, I was introduced to Tom Millea, a highly regarded platinum printer and Chuck Henningsen's teacher. Through much of my early platinum printing, I queried Tom for answers to our platinum printing problems. Since 1983, I have used foam brushes in the coating of paper for print sizes ranging from 4" x 5" to 30" x 40".

From 1984 to 1989, while continuing to assist Chuck Henningsen on a part-time basis, I worked part time as the Media Production Specialist for the San Francisco Public School District Special Education Department. The work involved producing, writing, directing, videotaping, and editing instructional videos.

In 1990, I moved to Taos, New Mexico, as full-time assistant to Chuck Henningsen. I was instrumental in Mr. Henningsen's desire to make large platinum prints and designed the coating and drying techniques used in the Henningsen studio. As Henningsen's only assistant and studio manager, I also operated the E6 processor, 50" Ilfochrome processing machines, maintained the studio equipment, and finished the prints for Henningsen's limited edition prints.

After running both a commercial photography business and the Taos Photographic Workshops in Taos, I relocated to Dallas with my family and later set up my studio in the Fair Park/ Deep Elm area in 1998. Throughout the summer of 1999, I served as the lab tech and assisted the Photographers' Formulary to get their first year of alternative printing workshops off the ground I will be teaching platinum printing and enlarged negative making for them at the 2000 workshops.

I have taught workshops in platinum/palladium printing since 1992. As a teacher, I believe that sharing the information, which allows students to form an understanding of the nuances of printing, and the creation of perfect images involves years of learning and tremendous dedication. Every day brings a new situation, and the learning process never ends.

In my personal fine art work, I print in color, both Ilfochrome and the RA4 process, B&W and, of course, platinum/palladium. In platinotypes, I have printed from original negatives ranging in size from 35mm to 4" x 5", producing prints up to 20" x 24". My commercial platinotypes covers original negatives ranging in size from 35mm to 8" x 10" and prints sizes to 30" x 40". My printing experience has provided a wide range of relative humidity in which to work: from the 80% range in California down to the 15% range in New Mexico. Light sources have included small contact printers, large graphic plate burners, and black light tubes BL, BLB, and Super Actinic.

I continue to print and teach the platinum/palladium process. I also use several other photographic media to render visions from the realms of time and space: the traditional gelatin silver print, the modern vibrancy of the Ilfochrome (cibachrome) print, and selective coloration of those media to achieve additional depth and feel.

" Photography provides me the greatest creative expression in my life. through photographic images, I attempt to share the feelings that music brings to my soul: serenity, the timelessness of inner and outer spaces, freshness, a sense of belonging to a greater whole.

" El Neilsen

THE NOBLE PRINT

PLATINUM/PALLADIUM PRINTING

by Eric J Neilsen

The Platinotype is one of the most beautiful ways to express your photographic ideas that you will find. The blending of the printing process, paper selection, and coating techniques, allow the photographer/ print maker to accomplish astounding clarity and luminosity. Whether you shoot large format B&W negative originals or choose to convert from other formats and film types, you will be pleased with the print's sharpness and richness. There are many steps in the making of platinotypes. For you to reach a full understanding of the printing steps and their importance, I would recommend the reading of my book or the participation in a class. So for now, let's work with this foundation. The choices that the photographer and print maker make, with regard to film type, paper choice and edge treatment have a tremendous effect on the final product.

The film type will give us sharpness, grain, and tonal scale. The paper will also effect sharpness and grain, along with the luminous quality of the print. The coating mixture and developer used will have profound effects on print color, and grain. An often over looked aspect of platinotypes is edge treatment. The edge treatment allows the print maker to give the print many different qualities, ranging from clean edges with the print floating on an oversized paper, to expressive brush strokes. These may even be carried all the way out to the edge of the paper, giving the print all black borders. These edge treatments allow for the print to have the clean look of a silver gelatin print or the distinctive handmade quality . Highly discouraged, and not offered, is the use of over sprays, dry mounting, waxing, and other presentation techniques that limit the life of an otherwise extremely long lasting print.



Las Trampas Church, Las Trampas, NM 1994

The attached price schedule is for producing platinum / palladium prints that are not to be initially contracted as an edition. The prints made from this type of arrangement may exhibit slight differences from printing session to printing session, which may be months apart. When an edition of prints is contracted, a greater consistency in print quality is guaranteed, and an overall price can be worked out. In all cases, a sample print is requested with the original negative, along with printing details - dodging, burning, etc., for the print. This print can be silver or digital. If a print is not provided additional charges may be incurred. If changes in print interpretation are desired, these must be discussed prior to the making of the print. This is very important for all non-edition prints.

A printers proof print will be made and billed at first print prices when an edition of platinum/ palladium prints is contracted. All subsequent prints will match the OK'd printer's proof (PP). The PP print remains the property of the printer. Subsequent prints will be billed at no more than 2-5 print pricing. The pricing of an edition will be agreed upon prior to printing and pricing will be guaranteed for a period of 1 years. You should use the attached price schedule as a guide in calculating a starting point for edition pricing. Orders of \$3000.00 will begin to see discounting. Papers used include but are not limited to: Simili Japon, Platine and Beinfang. The Beinfang paper is an extremely thin paper and does have a higher price for printing due to extra care it requires.



Misty Calla Lillies, Santa Fe, NM

PRICING FOR THE NOBLE PRINT

| Print Size | Enlarged Negative | 1st Print | 2-5 |
|------------|-------------------|-----------|--------|
| 8x10 | 110.00 | 135.00 | 65.00 |
| 11x14 | 140.00 | 210.00 | 150.00 |
| 16x20 | 175.00 | 350.00 | 200.00 |
| 20x24 | 210.00 | 475.00 | 285.00 |

The Noble Platinotype can be made with or without borders and with clean or brushed edges. It can also be made with many combinations of platinum and palladium salts. Deckled edges are also available at an extra charge based on size of print and type of deckle. (see print on previous page deckled with black borders) When a positive is provided, either a transparency or B&W, the negative charge is billed less \$35.00.

| Print Size | Paper Size |
|------------|------------|
| 8x10 | 11x14 |
| 11x14 | 16x20 |
| 16x20 | 20x24 |
| 20x24 | 24x30 |



Sunrise in Santa Fe, NM, 2001

WORKSHOPS

Workshops are a wonderful way to get the additional experience and guidance to get you to another level of expression with the printing of your photographic ideas. I offer workshops in platinum printing, silver printing, and addition alternative processes. These are offered both at my studio in Dallas and on location. I offer weekend and week long workshop. They are limited to 4 participants so that I may offer the benefit of a smaller learning environment to my participants. Individual instruction is also available. I also offer special one day workshops to small groups from local schools that want to provide their students an opportunity to get hands on experience in the darkroom covering shooting, silver gelatin printing, as well as alternative printing processes.

The Noble Print: A Guide to Platinum/Palladium Printing



by Eric J. Neilsen

The Noble Print: A Guide to Platinum / Palladium Printing is now in the third revision. As changes have been made to the available materials, I have had to adjust to new film stocks and papers. This is included in all platinum workshops.

BLACK & WHITE PRINTING SERVICES

RC PRINTS

| | 8x10 | 11x14 | 16x20 | 20x24 | 30x40* |
|-------------|-------|-------|-------|-------|--------|
| First Print | 15.00 | 27.00 | 40.00 | 55.00 | 75.00 |
| Additional | 10.00 | 17.00 | 26.00 | 35.00 | 80.00 |

* requires a minimum order of 4 prints

FIBER PRINTS

All Black and White fiber prints are printed on double weight paper unless otherwise specially requested. There are several standard in house papers; Ilford MG IV and Ilford WTMG IV, Agfa Multi Classic 111 Glossy and 118 Semi Matt. Other papers may be requested but are subject to special order deposits. Print sizes below assume an 3/16" border. Prints requiring borders less than that may receive additional charges.

CUSTOM PRINTS -

This is the entry level of the fiber based prints. Includes limited print enhancement with dodging and burning. They are balanced for good general contrast and print brightness.

| | 8x10 or > | 11x14 | 16x20 | 20x24 | 30x40 |
|-------------|-----------|-------|-------|-------|--------|
| First Print | 20.00 | 35.00 | 55.00 | 85.00 | 195.00 |
| additional | 15.00 | 20.00 | 37.50 | 60.00 | 120.00 |

PORTFOLIO & PORTRAIT FIBER PRINTS -

These prints are for the more demanding customer . They reflect that special care for important projects.

| | 8x10 or > | 11x14 | 16x20 | 20x24 | 30x40 |
|-------------|-----------|-------|-------|--------|--------|
| First Print | 32.00 | 55.00 | 75.00 | 115.00 | 265.00 |
| additional | 20.00 | 30.00 | 50.00 | 80.00 | 160.00 |

Toning -

A full spectrum of toners is available including but not limited to Selenium, Sepia, Brown, Poly Toner and Gold. Print toning is an additional 75% of the print price. If multiple toning such as selenium and sepia, the additional charge is 100% of print pricing.

BLACK & WHITE

Exhibitions Prints

ARCHIVAL PRINTS



Why should you have exhibition prints made? Any time you want to show the best quality print, an exhibition print is the best available option. So what is the process of making an exhibition print? After a review of existing work prints and or the negative, several prints will be made on the selected paper stock. The photographer will then choose the best print and add any print change comments on the form provided. The printing and approval process may take several attempts as the photographer and printmaker get acquainted and begin to share a vision of the work. Once an approved print is made, it will be lightly signed on the backside with pencil by the photographer and returned to me to become my Printers Proof (PP). It will stay in my position to be used to make matching prints throughout the edition printing.

-All B&W Exhibition prints are printed on double weight paper. Selenium, Sepia, & Brown Toning are available

| | 8x10 | 11x14 | 16x20 | 20x24 | 30x40 |
|-----------------|-------|-------|--------|--------|--------|
| Printers Proofs | 40.00 | 60.00 | 85.00 | 140.00 | 295.00 |
| +1st Print | 65.00 | 85.00 | 100.00 | 165.00 | 315.00 |
| additional | 25.00 | 50.00 | 80.00 | 110.00 | 200.00 |

Mounting can be done as a hinge mount or dry mount

| Image Size | Matte Size | Over Matte | Mounting on 4 ply |
|------------|------------|------------|-------------------|
| 5x7 | 8x10 | 35.00 | 10.00 |
| 8x10 | 11x14 | 40.00 | 15.00 |
| 11x14 | 16x20 | 50.00 | 20.00 |
| 16x20 | 20x24 | 75.00 | 25.00 |
| 20x24 | 28x32 | 85.00 | 35.00 |
| 30x40 | 40x52 | 125.00 | 50.00* |

* requires an 8 ply museum board or 1/4" foam core material

GICLEE PRINTS

Giclee prints are made with the most permanent inks available. Samples are available upon request. The paper can be up to 24" wide by 10' long. The quality of your print is directly related to the quality of the digital file. Poor quality scans will produce poor quality prints and there is not much that can be done to recover a bad file. Working files should be in RGB and the Color Match color space.

Standard Giclee

These prints will be made from your file with very little correction to the images. The corrections would include slight curve correction if needed.

Print prices

| Image Area | Paper Size |
|--------------|--|
| 8x10 ≥ 12.00 | 8.5x11, 11x17 add \$3.00 |
| 11x14 20.00 | 11x17, 13x19 add \$5.00 |
| 16x20 45.00 | 20x24 |
| 20x24 65.00 | 24x28 |
| 24x30 100.00 | 24" is maximum paper width, image width is 23.5" |

Portfolio Giclee

These prints will be made from your file with more attention to detail to the images. The corrections would include slight curve correction, and color if needed. If the images are from original art work, please be sure to include a gray card and a set of color separation color bars. These prints include an approval print process. Prior to shipping a selection of ~ 2"x3" or 4"x6" approval prints will be out put to the paper of choice. Once your selection has been made a full size print will be produced. These smaller approval print may have a slightly different look, but this is only due to change in image size and perception, not to any change in image file or output. Please review the approval prints closely. Email your selection to eric@ericneilsenphotography.com or call 214-827-8301.

Print prices

| Image Area | Paper Size |
|--------------|--|
| 8x10 ≥ 20.00 | 8.5x11, 11x17 add \$3.00 |
| 11x14 35.00 | 11x17, 13x19 add \$5.00 |
| 16x20 65.00 | 20x24 |
| 20x24 90.00 | 24x28 |
| 24x30 150.00 | 24" is maximum paper width, image width is 23.5" |

Image Scanning

Scans can be made from both film originals and small original art work. Buyer assumes all responsibility for copyright issues.

PORTRAIT PHOTOGRAPHY

Portrait sitting for individuals, families, as well as executive styles are available. Sessions are billed at \$525.00 and includes approximately a one hour session and one 8x10 mounted print. This is chosen by you from the available proofs from the shoot which should include approximately 30 posses.

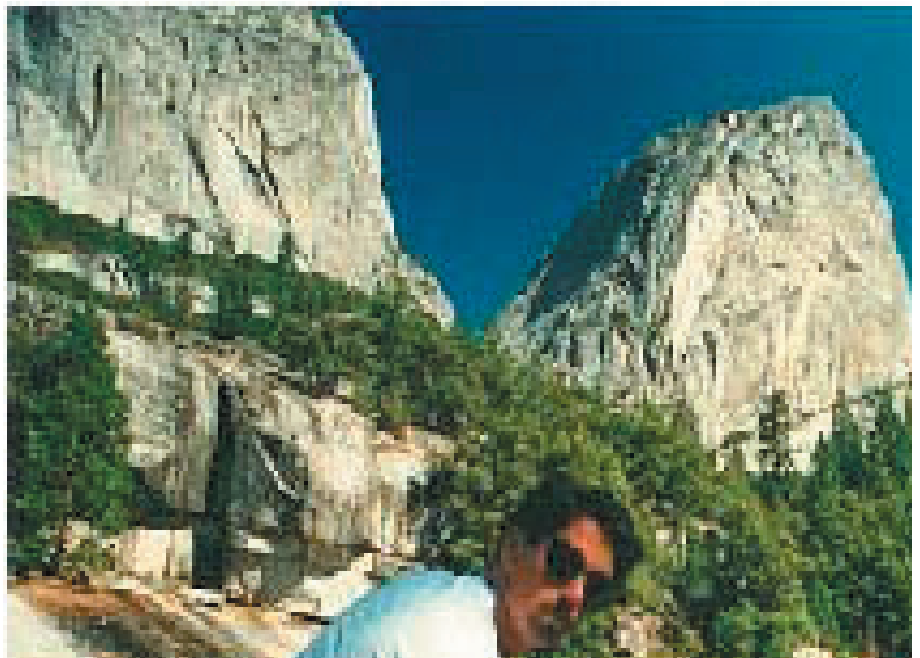
The selected print will be either a B&W exhibition quality print, or a Giclee image. Customers may also see their portraits printed in noble metals of platinum & palladium. These images are among the longest lasting photographic prints available today.

Portrait prints are made with great care to bring out the best in the subject. I like to meet with the subject once before the shoot is scheduled to review what style of portrait you would like to have taken.



PORTRAIT PRINT PRICES

| | 8x10 | 11x14 | 16x20 | 20x24 | 30x40 |
|------------|--------|--------|--------|--------|--------|
| 1st Print | 100.00 | 150.00 | 225.00 | 400.00 | 700.00 |
| additional | 65.00 | 90.00 | 140.00 | 200.00 | 325.00 |



COMMERCIAL PHOTOGRAPHY

My commercial rate is \$150/hr plus expenses. Time is billed in half hour increments with a one hour minimum. All rights to photographs created from a 3 dimensional original are owned by Eric Neilsen Photography. The use of each photograph is allowed for one time use, unless otherwise arranged prior to the shoot. Usage and fees will be discussed prior to any use.

Samples of work on request.

All rights to photographs created from a 2 dimensional original are owned by the artist. The multiple use of the photograph is allowed



Material Needs

Each commercial shoot will have special material needs and these needs should be planned for in the expenses. Bids for all jobs will be submitted for approval before shooting begins.

Prints and Imaging to Disk

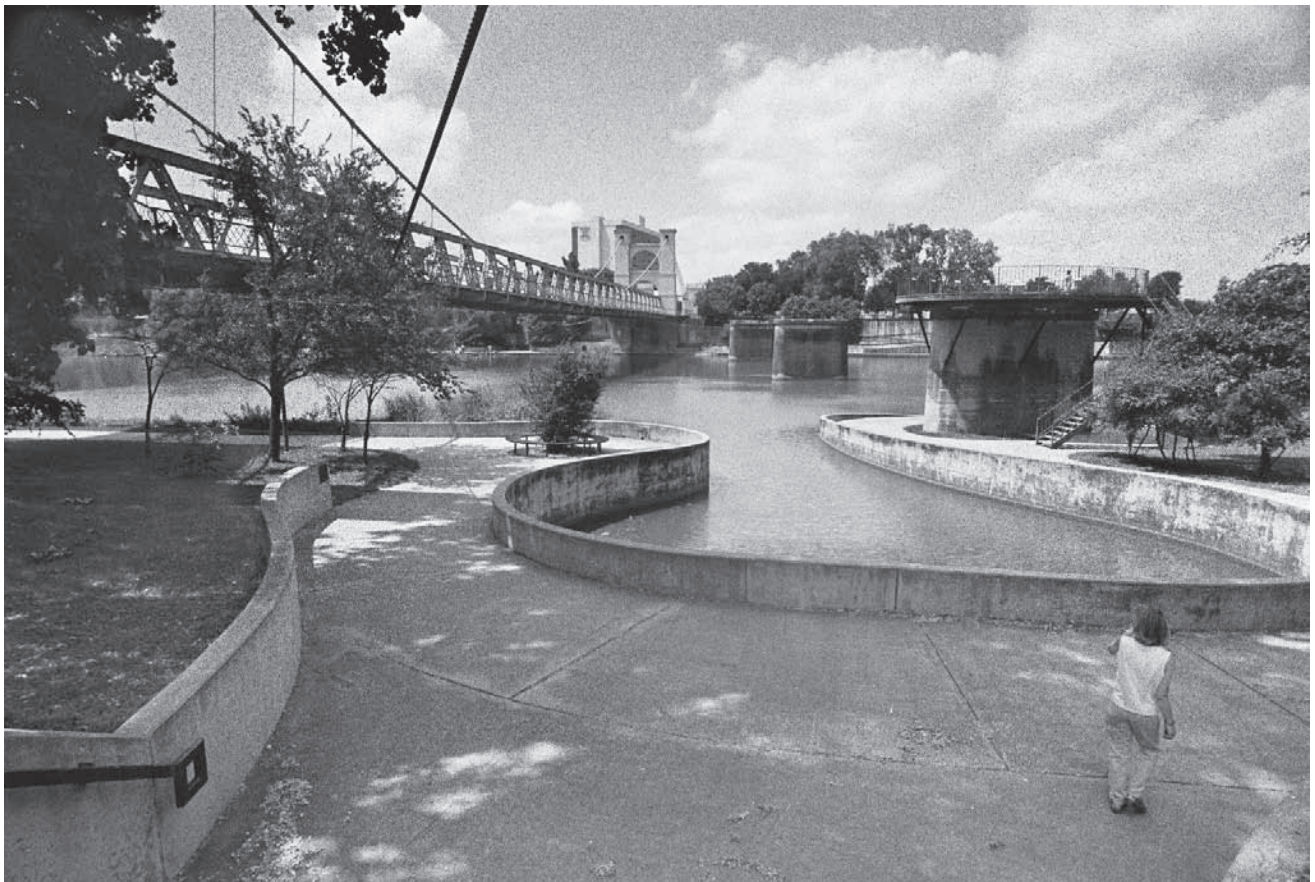
All images from the shoot remain the property of Eric neilsen and can only be used with express permission. Complete print prices and images to digital media will be discussed and agreed to prior to shooting.



BLACK & WHITE COLLECTORS PRICING

Fine art B&W prints by Eric Neilsen are available in the following sizes. It should be noted that not all images are available in all sizes listed below. The edition sizes will vary for different images, although most are editioned to 25 prints and 3 APs. Prints are mounted on 4 ply archival matte board and include an over matte. The image size listed below is for the actual paper size, the image area will vary slightly for cropping or the image. However, the average paper border around an image is 1 inch.

| IMAGE SIZE | PRICE |
|------------|-------------------|
| 8x10 | START AT \$325.00 |
| 11x14 | START AT \$425.00 |
| 16x20 | START AT \$500.00 |
| 20x24 | START AT \$700.00 |



Bridge in Waco, TX 2002

PLATINUM BLACK & WHITE COLLECTORS PRICING

Fine art noble prints by Eric Neilsen are available in the following sizes. It should be noted that not all images are available in all sizes listed below. The edition sizes will vary for different images, although most are editioned to 25 prints and 3 AP's. Prints are hinge mounted on 4 ply archival matte board and include an over matte. The image size listed below is for the actual paper size, the image area will vary slightly for cropping or the image. My noble prints usually have about a 3 to 4 inch plain border around them. Hand colored prints are priced at the next larger print price.

| IMAGE SIZE | PRICE |
|------------|-------------------|
| 5x7 | START AT \$225.00 |
| 8x10 | START AT \$375.00 |
| 11x14 | START AT \$525.00 |
| 16x20 | START AT \$700.00 |
| 20x24 | START AT \$950.00 |



School Bus, Red Cliff, CO 1994

COLOR PRINTS COLLECTORS PRICING

There are two different types of color prints that I make for sale; C prints and Giclee. The C prints are made from color negatives and printed on a color paper processed in RA4 chemistry. They are currently said to have a life of 200 years. Although this may be true, let's agree that there is some degree of doubt, but that these prints will provide you with many years of enjoyment. The Giclee are also in the same degree of certainty about the longevity.

| IMAGE SIZE | PRICE |
|------------|-------------------|
| 5x7 | START AT \$195.00 |
| 8x10 | START AT \$295.00 |
| 11x14 | START AT \$395.00 |
| 16x20 | START AT \$495.00 |
| 20x24 | START AT \$650.00 |



San Francisco Man, SF, CA 1987

DIGITAL B&W CARBON PRINTS

The new age of digital printing has afforded me the ability to bring to you these prints. The Carbon Pigment Giclee prints and made with the best inks that this technology provides. They are printed on fine art papers specifically design to be used with this process.

| IMAGE SIZE | PRICE |
|------------|-------------------|
| 5x7 | START AT \$195.00 |
| 8x10 | START AT \$295.00 |
| 11x14 | START AT \$395.00 |
| 16x20 | START AT \$495.00 |
| 20x24 | START AT \$650.00 |



SPECIAL PROJECTS: I have been involved in multi media shows for nearly 30 years; going back to slide projectors with dissolve units. I have expertise in putting images and sounds together as well as putting images and paper together. If you have an idea chances are high that I'll have a solution that will be both pleasing and affordable.



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