

# Print Worthy

## Photographer Brian Smith's eye-catching images make for compelling prints on Moab paper.

"When I was growing up, I probably changed my mind every six months or so about what I wanted to do with the rest of my life," says Miami-based photographer Brian Smith. "Once I chose photography, it just kind of stuck."

For Smith, working as a photographer is like having a different job every day. "One day I might be shooting the head of the Federal Reserve and the next day a famous rapper," he says. "That sort of variety is incredibly energizing."

Smith's first photo sale was to *LIFE* magazine when he was just 20 years old. Five years later he won the Pulitzer Prize for his photographs of the 1984 Olympic games in Los Angeles. Four years after that he was once again a Pulitzer finalist for his photographs of Haiti in turmoil, shot for the *Miami Herald*. Since then, Smith's images have graced the covers of hundreds of magazines and he's been hard at work photographing both the very famous and the undeniably infamous, with never a dull moment in sight. "I've shot billionaires, crack addicts, movie stars and murderers," he relates. "It's a constant education."



## Best in Class

While most photographers aren't thinking about photo paper while they're working, Smith believes that choosing the best photo paper is essential to enhancing the look of your imagery. "A great photo paper is one that you don't even notice because it's a natural extension of the images," he explains. According to Smith, it doesn't get better than Moab. "Moab Entrada is incredible," he says. "It suits my style without trying."

The paper won him over in 2005, when he was in the process of printing a new portfolio. Smith wanted a double-sided matte paper to showcase his photography. In search of perfection, he ordered every kind of double-sided matte paper he could find and printed six test images on each. "Moab Entrada was the hands-down winner on every single image," he says. "It wasn't even close. Ever since then, I've been using Entrada 190gsm for my portfolio books and 300gsm for fine-art prints."

Entrada Rag established the Moab brand. Made in the U.S. from the finest materials, it is a double-sided, 100 percent cotton paper designed for archival printing using the most current advanced ink sets. It is naturally acid-free and lignin-free, and it exhibits an expanded color gamut, maximum contrast and high ink load. It also comes in several weights, with and without optical brighteners.

Consequently, the paper was the perfect choice for a series Smith photographed for *Sports Illustrated* on Nudist Golf, which was later exhibited at PDN PhotoPlus Expo in New York City. "I'm a sucker for whenever a picture editor starts off a conversation with the words, 'We've got a shoot that would be perfect for you,'" Smith says of the series. "Although, to be honest, when the next words from *Sports Illustrated* photo editor Miriam Marseau were 'Nudist Golf,' I hardly needed convincing."

## Touch of Gloss

Smith later had the opportunity to shoot a portrait of British billionaire Richard Branson, dressed in a space suit on his private island, for *TIME* magazine. When it came to printing the image for display purposes, he wanted a different look. Smith's ultimate goal was to punch up the color—and Moab Colorado Fiber was the perfect choice.

Colorado Fiber is the new standard for fine digital prints. A bright white traditional air-dried silver halide paper, Colorado is specifically designed for optimal dMax, image sharpness and color fidelity. It was formulated for current archival pigment printers and comes in a variety of surface finishes.

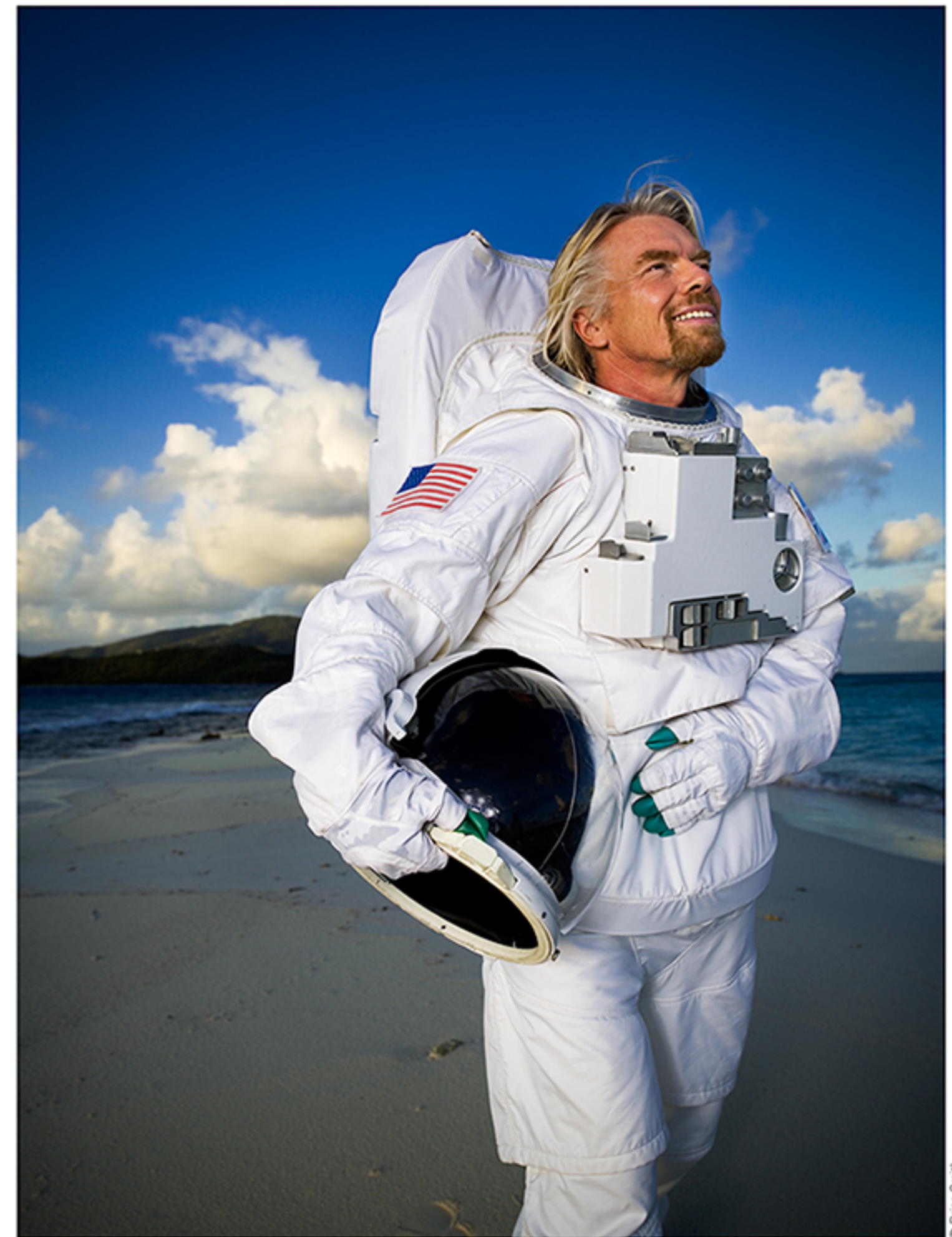
For the *TIME* magazine piece, the picture was used to illustrate a story about Richard Branson's new Virgin Galactic space flights, and it made for a great large-format print. "Richard Branson is the kind of guy every photographer loves to shoot," says Smith.

Once on the little island paradise with his gear, Smith met Branson for drinks the night before the shoot and they decided that sunrise would be the magic moment. "So at 5 A.M. on Christmas Eve we were on a boat headed toward a little spit of sand in the Caribbean just off Necker Island," Smith says. "There was something very heroic about the dawn's first light—especially when Branson donned the space suit as the sun began to break the horizon."

## Keeping the Flavor

Moab was founded in 2003 by a husband-and-wife team who Smith can't praise enough. "We understand each other," he says. The company was acquired by Legion Paper in 2006, making it part of North America's largest distributor of fine-art papers from around the world. But Moab retains its small company sensibility and connection with its clients.

That is something Smith appreciates, especially the way they recognize every nuance of the products they offer as well as who uses them. "Besides the fact that the paper has a great feel and touch, the profiles they provide are absolutely dead-on accurate," he says. Smith adds that they match his monitor so well that he's accused Moab's Greg Schern of installing spyware on every computer to generate a custom profile for every user. "Of course, Greg denies the charge," Smith says, laughing, "but I'm pretty sure that's what he's up to because I can't come up with a better explanation."



Brian Smith's work appears regularly in *Sports Illustrated*, *TIME*, the *New York Times Sunday Magazine* and *Vanity Fair* among others. His corporate clients include the *New York Stock Exchange*, *NASDAQ*, *Kraft*, *Nabisco*, *TNT* and *NBC*. He frequently speaks at photography seminars and to photo students at colleges, universities and art institutes around the country. [www.briansmith.com](http://www.briansmith.com)

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