

31 October 2016

Letter of Recommendation for Tony Nathan/Image Lab

To whom it may concern:

I am delighted to be able to offer a letter of recommendation for Tony Nathan's Fine Art Print + Art Reproduction.

I have known Tony for over fifteen years in numerous capacities: as an artist, a Graphic Designer, an Image Manager, a Commercial Photographer, as a Commercial Printer and as a Fine Art Printer.

As you might imagine, what ties this set of roles together is a fundamental commitment to the photographic image across all of its modalities: from capture, to data, to print. His brilliant command of each phase is one of the reasons why his work is so exceptional. He considers, with depth and with nuance, the entire process of image production: he knows intimately how each element of the image making sequence impacts on the others. So, not only does he understand his printing hardware and his software, all available paper stocks (in relation to necessary outcome and budgets) and more, but he understands how the migration of files and settings might affect an image, as well as how specific sensors and other hardware create their own unique effects. His mastery of all of these elements means that no matter what image production task you need from him you will be guaranteed that it will be at the highest quality, and that its output will perfectly suit all of its intended requirements. He is a consummate professional who balances technological awareness with a brilliant eye for what images can and should do in the real world, across multiple applications from galleries, to screen based scenarios.

Naturally, and more specifically, this holistic skill set has made him one of the best producers of fine art prints in the business, for all types of professionals and in particular artists producing for the major galleries around the country, including the Art Gallery of Western Australia. In fact, there are simply no peers in the state. In Perth, he led the photography community and was known by photographers, artists and institutions as THE go-to person for all printing and all image needs.

His skills, his generosity, his perfectionism and his open inquisitive nature are greatly missed by the community here. These qualities have also seen him be one of the very easiest and most professional of people to deal with across a range of projects.

Everyone that has worked with him, no matter the specific field, from high end galleries to commercial photographers, feels good about the process, and is more than satisfied with the results. He is the first person I, and all art professionals here, would consult if we need any information or advice about any aspect of photographic image making and use.

I should say I have actually seen Tony at work making and calibrating prints on many occasions. It is always incredibly impressive, watching him break down an image, as he finesses colour and tonal balances across a complicated image, always with dazzling results.

I have obviously no hesitation given Tony my absolutely highest recommendation. He will produce outstanding results no question. If you have any questions please do not hesitate to get in touch at [robert.cook@artgallery.a.gov.au](mailto:robert.cook@artgallery.a.gov.au)

Yours sincerely,



Robert Cook

Curator of Contemporary Design and International Art