

# **Epson Scanner Helps Nonprofit Fresh Artists Recreate Student Artwork for Public Schools in Need**

## ***Artwork Scanned with Large Format Epson Expression 10000XL Helps Fund Art Supplies to Philadelphia, New York and Denver Schools***

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As nonprofit organization Fresh Artists began its fifth year delivering programs and supplies to art teachers in severely under-resourced K-12 public schools, it started looking for a better way to scan donated student artwork. The solution was the Epson® Expression® 10000XL scanner, a high performance scanner used by photographers, fine artists and graphic artists for high-quality, large-volume scanning.

The scanner is a key part of the digital workflow at Fresh Artists of Philadelphia, co-founded by executive director Barbara Chandler Allen. The nonprofit encourages students to donate images of their artwork to raise funds from corporate and individual donors. The donations are then used to purchase much-needed programs and art supplies, and the kids give large-scale digital reproductions of their artwork back to donors to hang on their walls.

To keep new art supplies flowing into the schools, Fresh Artists routinely scans artwork with the Epson scanner and recreates large-scale prints in its digital print studio. So far, Fresh Artists has delivered a total of over \$185,000 in art supplies to Philadelphia, New York and Denver public schools.

### **Managing Growth**

Fresh Artists previously relied on the help of high-end digital reproduction houses and an outside photographer, but availability and turnaround time was unpredictable. As the nonprofit organization grew by leaps and bounds, it began collecting student art on an ever-increasing basis, reviewing thousands of pieces and working with hundreds of schools.

“The off-site scanning was a tremendous help when we first opened our doors, but we now have a collection of 850 pieces donated by nearly 700 children – and growing,” said Allen, a former administrator at major art museums, including the Philadelphia Museum of Art and Harvard University’s Peabody Museum. “We needed faster, ongoing service and museum quality that we could control.”

### **Capturing Images on the Spot**

Today the Epson Expression 10000XL scanner plays a major role at Fresh Artists. For the first time, the nonprofit could take its own large format, A3+ color flatbed scanner to where the students were, capture images quickly and return the originals on the spot.

Fresh Artists at once saw the convenience and high performance of the Epson scanner when a Bronx public school in New York City invited Allen and her son Roger Allen, co-founder and operations manager, to review its students’ artwork. “Once there, we took the scanner right out of the box and started scanning, identifying and cataloging the pieces of art in the classroom,” said Allen. “The kids just watched us, fascinated with the whole process. These were kids who didn’t have a lot of experience with digital technology.”

When Fresh Artists headed back to Philadelphia, the Epson scanner had captured 60 high quality images. “Without the Expression 10000XL, we would have to borrow 60 original pieces of art from the school,” said Allen. “After

that, we might have waited days for an outside service to scan or photograph them, followed by another 100-mile trip to return the originals.”

### **Ultra-Sharp Detail, Vibrant Color**

The Epson Expression 10000XL rounds out Fresh Artists’ new print studio, a large-format digital printing workshop that teaches kids about digital technology. “The scanner allows us up to 12.2”x17.2” large-format scanning,” said Allen. “Because we often enlarge the artwork, it’s very important to have the detail and ability to capture the bright colors of the original.”

The Expression 10000XL creates detailed, vibrantly colored images with 2400 dpi optical resolution, 3.8 optical density (Dmax) and 48-bit color. It also features Epson's ColorTrue® II Imaging System for ultra-sharp, high-quality scans that accurately reproduce the children’s artwork.

“We were frustrated running our nonprofit business without our own high-performing scanner,” said Allen. “The Epson Expression 10000XL scanner has dramatically improved our digital workflow and brings the latest scanning technology to the work we do – engaging inner city kids as full partners in philanthropy, widely exhibiting their work in highly visible places, and providing programs and art supplies to public schools in need.”

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