



© Ben Hammer

Discover the charm of printed art

Photographer Ben Hammer presents his project "Randnotizen" (Commentaries) on Sihl MASTERCLASS Smooth Matt Cotton Paper.

The response to his first exhibition, at the Stilwerk in Berlin, immensely impressed the young photographer Ben Hammer: After all, printed on the **Sihl MASTERCLASS Smooth Matt Cotton Paper 320 (4852)**, the prints measured 118 x 160 cms. They received such a tremendous feedback that at the beginning of the year, the enthusiastic blogger posted a video blog "Time for Prints" - searching for and encouraging people to send in their "prints" - in the cool and classic manner of "photos to touch, hang and admire".

Born 1990 in Cologne, Ben Hammer's passion and enthusiasm is the only true

foundation of his success. This builds the personal aspect of his work as a young photographer. Luck fell upon him at the end of 2014 when he opened his first solo exhibition, "Randnotizen" (Commentaries) in Stilwerk in Berlin. The collection produced and compiled of images mainly from photo-shoots and blog productions – inevitably drew the audience under their spell, were put together especially to be exhibited in the German brand store LE-OLUX. Ben Hammer probably chose to print his images on an extra fine art creative paper to achieve exactly this desired effect. His choice fell upon the **SIHL MASTERCLASS Smooth Matt Cot-**

ton Paper 320 (4852), a media from the SIHL MASTERCLASS *Creative Art series* which has a very fine, smooth surface.

The visual power of prints

Ben Hammer, who has been blogging news from the world of music, photography, art, culture and videos, daily since 2010, supporting printed photos, stated in his blog: "We want to prove to the online world that print is more alive than ever before". What started as a private blog, has over the last few years become a source of inspiration for people interested in Photography. Photography has enabled him to contact



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people, lifestyles and new experiences. He shoots daily life, creates documentation and dreams of his own, first photo book. For him, the most important factor is that the image has the best effect when printed in large format thanks to its individual haptic. Special fine art papers are particularly ideal to give his photos their completely unique look. The **SIHL Smooth Matt Cotton Paper 320 (4852)** is a media that entrances users and viewers alike. The 100% cotton, acid-free, heavy art paper with a special matt coating, allows perfect printing of both colour and/ or B&W images. The excellent colour saturation, superior contrast rendition and high

maximum density ensure perfect prints. The porous layer of the 320 gsm heavy material is optimal for allowing high resolution to be achieved. The exact reproduction, even of difficult subjects, is supported by excellent gradation and outstanding differentiation in light and shaded tones. The inkjet coating allows optimal ink fixation, even with high ink levels, the paper remains dimensionally stable and wrinkle-free.

Durability is just as important as the excellent image quality

The material comes with no optical brighteners and the base material, to-



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gether with the special coating, means that this media has the ideal characteristics for a long-life as well as being archival. These characteristics are important for exhibiting and for the selling of artwork later, which of course Ben Hammer does after exhibiting his work.

Physical Properties

Product	SIHL MASTERCLASS Smooth Matt Cotton Paper 320
Product number	4852
Surface	matt
Surface weight	320 gsm
Thickness	490 µm
Whiteness (CIE)	75
Sheets	DIN A4: 25 Sheets, DIN A3+: 25 Sheets
Length	432 mm (17"), 610 mm (24"), 1118 mm (44")
Width	12 m
Core	3"Ø



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