

Shiny jewellery on SIHL MASTERCLASS Metallic Pearl

Photographer Jesper Iversen exhibits jewellery shots at the 27th "Federation of European Professional Photographers (FEP) Qualifications Image review", in Copenhagen on SIHL MASTERCLASS Metallic Pearl High Gloss Photo Paper 290 achieving the title "Qualified European Photographer"(QEP).

The FEP organises the "FEP Qualifications Image Review" twice a year, whereby professional photographers from



around Europe submit their images in the hope of gaining the title "Qualified European Photographer". For the first time ever the event took place in Denmark on the 15th and 16th June, hosted by the "Danish Photographic Society".

Jesper Iversen, photographer of advertising and industry since 1988, entered 12 pictures in the category advertising. He had the choice between industrial designs or images of jewellery: either pictures of a Scottish engineering office who specialise in the cooling of coal power plants or the decorative images of jewellery – the latter of which have been his specialised area since starting his photography career. "I have spent 18 years photographing Pandora® jewellery and so it was quickly crystal clear that the images of jewellery was my winning bet. And with what media beautiful shimmering shiny gold, silver and diamond jewellery can best be presented? With the Metallic Pearl Paper!", declares Iversen continuing: "As soon as I saw the SIHL MASTERCLASS-Series for the first

time last November, I had no doubt that my entries had to be printed on the SIHL MASTERCLASS Metallic Pearl High Gloss Photo Paper 290."

The 40 x 40 cm prints were produced on an Epson Stylus Pro 4900 and then backed by 5mm Kapafix® foam boards in accordance with the FEP guidelines. The jury were unanimous with their decision and took Iversen into the exclusive circle of around 400 European photographers who have earned the title of QEP (Qualified European Photographer).

Why SIHL MASTERCLASS Metallic Pearl?

In days gone by Iversen worked in his fully equipped dark room with E-6, C-47 and RA6 Processors. "If the picture was to be lustrous and glossy, I had to use Cibachrome®." When he changed over to digital workflow he opted for the SIHL MASTERCLASS Metallic Pearl because: "SIHL MASTERCLASS Metallic Pearl is the most similar media to Cibachrome® and it stops onlookers in their tracks to



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see exactly what is going on in the photo. The effects are fantastic especially in high-key shots.", says Iversen enthusiastically. This media is the best choice for images with bright light colours, giving them an impressive depth. This is not the only product in the series that have impressed Iversen: "I still print on SIHL MASTERCLASS papers; alongside the **Metallic High Gloss Photo Paper** I have other favourites too."

Let yourself be impressed, especially with the **SIHL MASTERCLASS Metallic Pearl High Gloss Photo Paper** and order a sample from your local Sihl contact today. Contact Product Manager Carola Bolte, carola.bolte@sihl.de for more product details.

For detailed product information about **SIHL MASTERCLASS Metallic Pearl High Gloss Photo Paper 290**, simply follow the QR-Code or click on the link <http://www.sihl-masterclass.de/en/glossy/metalic-pearl-high-gloss-photo-paper-290>



About Jesper Iversen

Jesper Iversen (born 1959) is a freelance photographer for advertising and industry. He takes photos for Danish, British, German, and American businesses in Europe, China and South Africa: specialising in shiny objects and jewellery. Since 1982 he has been taking promotional shots for Danish and German jewellery manufacturers. He is the first Danish commercial photographer to have been appointed the title of "Qualified Master Photographer" (2010) and in 2013 he gained the title "Qualified European Photographer".

More information:

www.iversenfoto.dk | www.jesperiversen.com | <http://www.europeanphotographers.eu/> | www.sihl-masterclass.com



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