

hp success story



FRANK WORTH
— WORTH EXPOSING HOLLYWOOD



Hollywood exposed
with Frank Worth and hp

Following his death in 2000, Frank Worth's family sorted through the clutter of possessions in his Los Angeles apartment. While doing so they unexpectedly came across a series of extraordinary photographs, many of legendary Hollywood stars.

Although his relatives knew that Frank, a freelance photographer, had once been friends with the likes of James Dean and claimed to have had affairs with Marilyn Monroe and Jayne Mansfield, nothing could have prepared them for this discovery. Through the medium of 10,000 black-and-white and colour photographs, most of which had never been published, Frank Worth had compiled a unique personal history of the latter part of Hollywood's Golden Age.

Even in photographic circles, Frank Worth was barely known. He eked out a living as a freelance photographer in Hollywood during the nostalgic 1940s and 50s. At this time most photographers were

tightly controlled by a powerful studio system. However, as friend and lover to the stars, it seems that Frank Worth avoided the restrictions and captured images that would never have been authorised under normal circumstances.

extraordinary collection

Although he died impoverished and alone, Frank Worth may at last gain the recognition he deserves as a photographer, thanks to a recent exhibition of his work entitled "Worth Exposing Hollywood." The exhibition, held at London's 20th Century Theatre, was the brainchild of Cinemage Ltd, a company set up expressly to market what has been described by Christies as "the most extraordinary collection of its kind for the past 50 years."

Featuring 100 sensational images of screen idols such as Elizabeth Taylor, Frank Sinatra and Dean Martin, the exhibition attracted an unprecedented level of media and public interest, with the charity premiere party attracting a host of current and former film stars.

As exhibition sponsors, Turner Classic Movies, The Diamond Trading Company and HP all played an important part in bringing the Frank Worth collection to the notice of the world at large. In HP's case, a long association with high-quality printing

and imaging made this a particularly attractive project. The sponsorship agreement between Cinemage and HP included the printing of all the colour images on display at the exhibition.

unrivalled quality

"It goes without saying that we needed print technology of unrivalled quality to do justice to these unique photographs," commented Frank Kelcz, acting CEO of Cinemage. "HP claimed its methods were the best in the world, and the results proved that this was no exaggeration."

To print photographs for exhibition in the gallery, Cinemage used two large-format HP DesignJet 5000 printers, which are designed to provide professional users with the best large-format image quality. The photographs were printed on HP Fine Art Watercolour paper using special HP 200-year UV ink for enhanced light-fastness.

HP also provided two digital projectors. These were used to project video clips of interviews with film industry historians onto two large screens above the exhibition hall.

"As a top-class imaging company, HP was an excellent match for Cinemage and for Frank Worth's unique photographs," said Kelcz. "HP's technology played a key role in the exhibition's success, which exceeded all our expectations."

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*Frank Kelcz,
acting CEO of Cinemage*

challenge

- **To exhibit 10,000 black and white and colour photographs taken by the photographer Frank Worth in the 1940s and '50s**
- **Find printing solution that would do justice to unique Hollywood photographs**

solution

- **A recent exhibition entitled 'Worth Exposing Hollywood', the brainchild of Cinemage Ltd**
- **Exhibition sponsors such as Turner Classic Movies and hp, played an important part in the exhibition coming to fruition**
- **To print the photographs for the exhibition, Cinemage used two large-format DesignJet 5000 printers**
- **Two hp projectors were used to project video clips of interviews onto two large screens above the exhibition hall**

results

- **The photographs were printed on hp Fine Art Watercolour paper using hp 200-year UV ink for advanced light-fastness**
- **Unprecedented level of media and public interest**

why hp?

- **hp's reputation as a top-class imaging company**
- **hp DesignJet 5000 printers are designed to provide the best large-format image quality**

customer at a glance:



industry sector: Art exhibiting

name: Cinemage Ltd

headquarters: London, UK

URL: www.frankworth.com

technology highlights:

- **Two hp DesignJet 5000 printers**
- **hp Fine Art Watercolour paper**
- **hp 200-year UV ink**
- **Two hp projectors**
- **One hp scanner**
- **Two hp laptops**

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