The world’s most famous paintings
under one roof

As of today, in an old warehouse in Rotterdam (the Netherlands),
the 200 greatest paintings of the Western world are brought
together, for the first time ever. Not the real things of course, but
high-quality reproductions, all printed with state-of-the-art inkjet
technology from Agfa Graphics.

Mortsel, Belgium – July 18, 2014

No more need to travel to Madrid for Picasso’s Guernica or to Oslo
for Munch’s The Scream. For the interactive exposition 200
Greatest Paintings, art connoisseurs and laymen compiled a list of
the two hundred most coveted, valuable and famous artworks in the
world. This list includes works from eighty different museums, made
by more than hundred artists.

"It goes without saying that the works displayed are not the originals," said
organizer Mart Walda. "The purpose of the exhibition is to make it possible for
everyone to experience art. It had to be entertaining so please expect to see
beamers, touchscreens and interactivity with apps for smartphones. And YES...
anyone who wants to touch can do so."

When it came to the reproduction of the master pieces, Agfa
Graphics and its partner TVE in Sint Oedenrode (NL) stepped in
and reproduced the works of art with Agfa Graphics' wide-format
inkjet printers on a variety of substrates ranging from carton over
canvas to wood, dibond, and glass. Another partner, Mediacenter
Rotterdam (NL), printed the catalog and flyers for the exhibition
using Agfa Graphics' chemistry-free Azura TU printing plates and
Sublima screening technology.

More information and updates are available on
http://www.200greatestpaintings.com/read/english
About Agfa

The Agfa-Gevaert Group is one of the world’s leading companies in imaging and information technology. Agfa develops, manufactures and markets analogue and digital systems for the printing industry (Agfa Graphics), for the healthcare sector (Agfa Healthcare), and for specific industrial applications (Agfa Materials). Agfa is headquartered in Mortsel, Belgium. The company is present in 40 countries and has agents in another 100 countries around the globe. The Agfa-Gevaert Group achieved a turnover of 2,865 million euros in 2013.

Please visit us at www.agfa.com

About Agfa Graphics

Agfa Graphics offers integrated prepress solutions to the commercial printing industry, the newspaper printing and publishing industry and the sign and display, decoration and industrial inkjet printing industry. These solutions comprise consumables, hardware, software and services for production workflow, project and process management, cloud software and image processing.

Agfa Graphics is a worldwide leader with its computer-to-film, computer-to-plate, digital proofing and security solutions for commercial and packaging printers.

For newspaper markets Agfa Graphics is leading supplier of automation for printed and mobile publishing workflows.

Agfa Graphics has also developed a prominent position in the new segments of industrial inkjet. It offers a wide range of inkjet presses and a complete assortment of high-quality inks.

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