

HP supports a unique record  
of our changing world



“Through its innovative print solutions and digital photography range, HP is not only supporting current thinking and ideas in the art world but is also prompting new thinking.”

Guy Woodland, publisher and  
vice president, Cities500

The logo for Cities500 International Publishers is centered within a dark blue rectangular box. The text 'cities500' is in a serif font, with 'international publishers' in a smaller, lowercase sans-serif font below it.





Urban Reflections is a lavish 200-page book that looks at our changing cities through the eyes, cameras and words of photographers, journalists and high-tech specialists from Europe, the Middle East, Africa and the USA.

Produced by UK-based international publisher Cities500, it was made possible by HP's vision and partnership and is the first of what is intended to be an annual series entitled 21st Century Cities; books that will create a fascinating visual and historical record of worldwide urbanisation.

#### **Renowned contributors**

Urban Reflections followed on from HP's Lab University event in Tenerife in 2005, which resulted in over 50 photographers and journalists contributing to the book. As well as featuring the images of several well-known photographers, it works as an example of intriguing and objective photo/reportage because of this unique collaboration with contributors from a wide geographical span, many using the latest digital cameras.

In addition to working with HP on this specific book, Cities500 is committed to HP print solutions, using HP DeskJet 1220c and HP Deskjet 1280 printers for pre-press work. It also uses an HP ScanJet 4370, which has proved particularly useful for two recent book projects on The Open Golf Tournament, which include historic and rare images that need high resolution scanning without damage. Mike McCartney (brother of Paul), with whom Cities500 is talking about a book focusing on behind

the scenes at the Live 8 concert, is also conducting trials on an HP DesignJet 130nr large format printer for a 1960s music legacy exhibition.

#### **Endless possibilities**

"At the last HP Lab event, we saw endless possibilities," said Guy Woodland, publisher and vice president, Cities500. "For example, we are planning a seamless production using HP technology for the next Urban Reflections book, to be sub-titled Celebrations. This will involve operations from scanner to computer to pre-press to Indigo print, and to exhibitions. We believe that this HP solution will remove the glitches caused by mix and match technologies.

#### **Look into the future**

"We have also been fascinated by the 'Miso' table that we saw at the Lab which we believe will be superb technology for working in collaboration with groups of people.

"HP has a tradition of supporting the arts and they tend to have a visionary approach to understanding how their technology can be used and adapted in all the creative fields. Certainly, at their Lab Conference they showed us dreams of what the future is going to be in terms of technology innovation."

Costing €20, Urban Reflections is available from the Cities500 website at [www.cities500.com](http://www.cities500.com) or through prominent book retailers.



