

Print Sales

Our Guide to collecting

Photography is more popular than ever before, and there's never been a more exciting time to start collecting/another quote

Print Sales

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Getting Started:

- Learn more about photography and discover what you like by visiting galleries, looking at books, magazines and blogs.
- Ask gallery staff for recommendations, ideas and advice.

Understanding Prices:

- Prices depend of the size of the edition and reputation and notoriety of the photographer.
- Signed photographs are more expensive than unsigned photographs.
- Vintage prints are considered more valuable than modern re-prints. (see Glossary for definitions of print types).

Limited Editions:

- Most photographs are sold in editions to limit the number of prints available.
- Limited editions are a relatively recent concept so prints of many older photographers are not in editions.
- The smaller the edition size the more exclusive the photograph.

Making a Choice:

Aim for:

- Works you admire by up-and-coming photographers with a proven exhibition record.
- Reasonably priced, signed, modern prints by well-established living photographers

- Vintage prints that are in good condition

Avoid:

- Prints in poor condition
- Unsigned unauthenticated prints
- Poor images by well-known photographers
- Mass produced inkjets in large editions, even those by famous photographers
- Buying just because you've been told they're the next *big thing*

Looking After Photography:

- Avoid any excess handling of your print.
- To handle your print wear gloves and use two hands.
- Mount and frame with acid-free, museum standard materials. (Print Sales offers a bespoke framing service which can help you with this.)
- Avoid hanging in direct sunlight, extremes of temperature and humid environments.
- Arrange adequate insurance as the value of your collection increases.

Glossary of Photographic Terms

C-type print

A colour print in which the print material has at least three emulsion layers of light sensitive silver salts with each layer sensitised to a different primary colour.

Edition/ Limited Edition

A maximum number of prints produced of an image in a certain size or with a certain printing method. The prints are numbered with the chronological number of the print followed by the size of the edition. For example, 2/20 signifies print number two from an edition limited to 20.

Estate print

A print produced posthumously, ie. after the photographer has died, from the original negative. Estate prints are usually authenticated by a family member.

Modern print

A print produced some time after the photograph was taken. For example, a photograph printed in 1998 from a negative made in 1939 would be considered a modern print. These are sometimes also called later prints. See Vintage print, below.

Platinum print

A black and white process using platinum as the light sensitive material. Platinum prints generally possess a greater tonal range than silver gelatin prints.

Provenance

A history detailing the origin and ownership history of a print. Most modern prints come directly from the photographer.

R-type print

A print made by the reversal process, ie. from a positive. These are sometimes referred to by their brand name, such as Cibachrome.

Signed verso / recto

A signature on the back of the print is denoted verso, and on the front recto.

Silver gelatin print

A black and white photograph produced on paper with a light sensitive silver compound adhered with a gelatin 'glue'.

Vintage print

A print made at the same time that the negative was made. In practice, this usually means within one or two years of the negative date. For example, a photograph taken in 1951 and printed in 1952 would be considered a vintage print.