



A BRIEFING ON OUR NEW DIRECTIONS IN IMAGING

Beginning at the early ages of twelve and seven, we Kastner brothers shared a fascination with the light that played over the rolling hills and meadows near our home, and its myriad qualities of reflection and absorption which we tried to capture in photographs. Eager to express the marvel we felt viewing the world around us, we experimented, learned and eventually mastered camera hardware, film development, darkroom techniques, black and white and then color print making. During our fifty year apprenticeship to the craft of photography, the hours were long with many hills and plateaus; each accomplishment seemed to generate another challenge. One problem seemed particularly difficult to solve: how to deliver the magical qualities of light we see in nature to the large scale prints we produce?

Eventually, we resigned ourselves to the fact that there were some photo ideas that seemed just too complicated or time consuming to accomplish. These longed-for ideas were shelved to remain as dreams, not prints.

The advent of High Dynamic Range (HDR) photography and processing has been one of the most exciting developments in photography. This technique, when tastefully executed, promises to “put more of the subject into the resultant print” by allowing redistribution of tone resulting in far more detail in the highlight and shadow areas. Simply told, HDR allowed many of our dreams to rise off the shelf and into

production. Digital capture and production has also helped with another long time desire in the Kastner Design studio: to produce wall-sized photographic work with the same high quality and sharpness that has brought us renown in the matted and framed print market. Using the newest digital capture bodies coupled with world class lenses, we can now produce uninterpolated imagery at wall height by the length needed for client projects. Because the resultant print is comprised of native pixel information, there are no longer translational losses - quality is assured. For



example, the images at top and left of this page are a “row” and “column” respectively, clipped from much larger images. Wall sized compositions are comprised of many (sometimes more than 150) individual collected images, much like the rows and columns of cells in a spreadsheet. It is easy to appreciate that this process is far from “snapshooting”, with the sheer magnitude of the recording magnifying chances for error or omission. We go to this extra length to include all the rich subject detail that would otherwise become blurry and lost when enlarging from a single image. Planning and 50 years of photography practice make the work successful and rewarding. Combining it with HDR makes spectacularly attractive imagery with incredibly sharp detail for larger projects: wall and ceiling murals, curtains and window transparencies.



Kastner Design Associates

2024 B Ohai Lane, Honolulu, HI 96813

studio: 808.387.1089 - gallery: 808.528.2266

Outstanding photographic prints, bringing Hawai'i's natural beauty indoors. Thirty-three years of supplying corporate, institutional and private collectors.

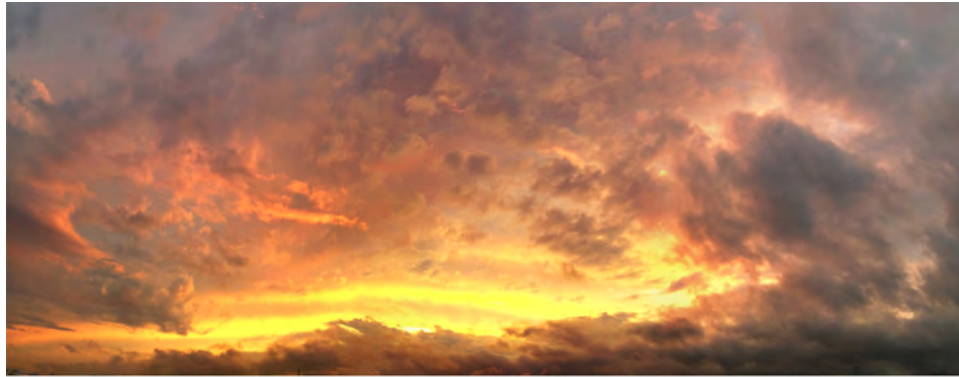
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Once the subject images are collected – and we typically use more than 75 images per project – image file production can begin. Instead of the push/pull developing, masking and dodge/burn printing of old, powerful computers are used to average the individual image sets and then blend the results from each set together to form the panoramic image file. These tend to be quite large files, 4 GB and larger would not be unusual. This master image file is next checked for

stitching artifacts, and any spotting and retouching is completed. After a second quality check, the image file is archived, then copied and adjusted to suit client printing specifications. Fortunately, digital technology makes these processes predictable and virtually trouble free, allowing rapid and reliable throughput to allow “what if” prototyping and meet everchanging client schedules.



Images on these two pages include those captured with the new camera equipment, using the HDR technique. The two long rectangular images on the reverse side were stitched together in production, as was the rainbow image below. The images were all captured with natural light, without additional modifiers, making for a lightweight, fast moving image capture system. The ease at which this system can be carried and set-up, and the speed at which it can be operated are all

important to the success of capturing subtle, rapidly changing or fast moving subject types. Happily, the

necessary hardware and software just keeps getting better!

All of the technological advances, while eagerly anticipated, welcomed and greatly appreciated, are still just a means to the end: the celebration of light and

natural form, and the sharing of inspiring images of the visual wonder that energizes the viewer.



please visit our gallery online: www.kastnerdesign.com



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