



## KASTNER DESIGN ASSOCIATES - A BRIEF HISTORY

### The Beginning:

In 1959, at the early ages of twelve and seven, brothers Jim and Steve Kastner 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 wonder 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. After individually moving to Hawai'i, we founded Kastner Design Associates in Honolulu in 1981 to publish and distribute our images to corporate, institutional and private collectors.

### The Present:

Where do our images come from? It starts with a feeling, an inspiration to capture an image of a unique visual moment. The brothers with over one hundred years of image making experience know when and how. After capture, a period of nurturing and development is taken to ripen the concept. Finally, once editing is completed, the image is ready for a choice of presentation options: framed print, wall mural, ceiling and window transparency, ceiling tile, acoustic panel or fabric curtain. Regardless of the style of presentation chosen, our final goal remains the same: to pass on the calming feeling we received when we first saw the subject by creating and leaving an image that radiates peace.

### New Directions :

The advent of digital capture and High Dynamic Range (HDR) photography and processing has been one of the most exciting recent developments in photography. This technique, when tastefully executed, promises to "put more of the subject into the resultant print" by allow-



ing 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. Wall sized compositions are comprised of many (sometimes more than 200) 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 "snapshotting", 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. Careful planning and more than 50 years each of photographic 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.

### What to expect:

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 to 15 GB 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,



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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.

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 ever changing client schedules.

Kastner Design’s image capture is all digital and often HDR, using natural light. Whether working from a tripod, leveling folding ladder or floating platform, our capture equipment is light and sleek, while being highly adaptable. 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 visual wonder to energize the viewer. Jim and Steve Kastner of Kastner Design Associates, thirty-three years strong at “Bringing Hawai`i’s beauty indoors”.

**Kastner Design offers:**

- friendly service!
- creative problem solving
- over 100 yrs. photographic experience.
- over 50 yrs. custom woodworking.
- over 60 yrs. of medical, commercial and institutional facility artwork integration.
- capable and respected team workers with architects and other design professionals.
- friendly service!



**KASTNER DESIGN ASSOCIATES - SATISFIED CLIENTS**

**Corporate:**

- American Land Company
- BMW of Honolulu
- Cisco Systems
- Construction Trust
- Coopers and Lybrand
- Decision Research Corporation
- Hale Makua
- Hawaii Benefits
- Hawaii State Teachers
- Hawaiian Electric
- Hawaiian Telephone
- Hemic Insurance
- Hemmeter Aviation
- Hisaka Stone Goto Yoshita
- Hawaii Medical Services Association
- IBM
- Integrated Services, Inc.
- Jack Wolfe Insurance
- Kapiolani Corporate Offices
- McDonalds of Hawaii
- Oracle Corporation
- Pacific Nuclear Laboratories
- Pannell, Kerr, Foster

**Pizza Hut Hawaii**

- PRI
- Ram Paging Hawaii
- Roberts Hawaii
- RMK Design
- Royal Insurance Company
- The Office Pavilion
- Wong, Oshima

**Government:**

- Federal Fire Department
- Internal Revenue Service
- U S Attorney General
- U S Government Supply Agency
- U S Naval Supply

**Hospitality:**

- American Hawaii Cruises
- Breakers Hotel, Waikiki
- Brookside Residential Tower
- Coconut Plaza Hotel
- Executive Center
- Hilton Hawaiian Village
- Ilikai Hotel
- MOS Burgers, Waikiki

**Ocean Resort Hotel**

- Outrigger Malia Hotel
- Royal Hawaiian Hotel
- Seaside Hotel
- Sheraton Kaiulani
- Sheraton Waikiki
- Turtle Bay Hilton
- UH Manoa Gardens

**Medical:**

- Anderson Air Force Base Medical Center
- Bend Oregon Medical Center
- Castle Medical Center
- David J. G. Furgusson, MD
- ETS Lingren
- Hale Makua
- Hawaii Endoscopy
- Hawaii Family Medical Center
- Hawaii Pacific Health
- Hickam Air Force Base Medical Center
- HMSA
- Honolulu Medical Group
- Kaiser Foundation Hospital
- Kaiser Kahuku Clinic
- Kapiolani Corporate Offices

**Kapiolani Hospital**

- Kaua'i Medical Clinics
- Kona Radiology
- Kuakini Hospital
- Liberty Dialysis
- MD Hawaii Pacific Oncology Center, Hilo
- Marty and Charly Relief
- Matsunaga VA Medical Center
- Maunalani Nursing Center
- North Hawaii Community Hospital
- Pali Momi Medical Center
- Pohai Nani Care Center
- Queen's Medical Center
- Saint Francis Hospital
- Straub Hospital & Clinics
- The Queen's Health Care Plan
- The Queen's Hospital
- Tripler Army Medical Center
- Veterans Center for Aging
- Waimanalo Health Center
- Wilcox Hospital
- Windward Eye Physicians & Surgeons



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