

Introducing the Fine Collection from G . F Smith

A Showcase of the Finest Papers for Photographic Print

In a world of fleeting moments and digital ephemera, the permanence and tactile reality of paper has never held more value or had more impact. Now, with the release of the Fine Collection, paper specialist G . F Smith and creative studio Made Thought pay tribute to and remind us of the physical and textural power of paper.



*"It is a tool for anyone who wants to deliver perfection in print: the designer,
photographer or the printer."*

John Haslam, Managing Director, G . F Smith

A DESIGNER'S RESOURCE

Over the course of its 128 pages, the **Fine Collection** features eight of G . F Smith's finest papers – from the smooth uniformity of **Accent** to the tactile texture of **Zen** – each selected for the excellence of the results they deliver when used for lithographic or digital printing. By bringing all these papers into one simple reference book, the Fine Collection is an invaluable decision-making resource for print designers tasked with paper selection, eliminating the need to sift through the usual 'studio sprawl' of swatches, sample books and other print references.



A CREATIVE'S REFERENCE

But this is no ordinary reference tool. In keeping with G . F Smith's role as the paper curator for the creative industries, the Fine Collection also tells a crowd-sourced and colour-sequenced story in imagery. G . F Smith has included specially selected photographs provided by a global network of talented collaborators – professional and amateur. Using a broad and eclectic spectrum of images offers a much more realistic representation of paper use than employing the work of an individual artist. This sincere, democratic and of-the-moment approach allowed G . F Smith to accurately reflect the real-world application of each paper when used for photographic print.



More than 10,000 images were submitted for consideration and showcased on gfsmith.com, automatically sequenced by colour. Of these, 66 were chosen for inclusion in the Fine Collection.

“The Fine Collection aims to remind people that today, more than ever, paper’s natural beauty, coupled with craft and creativity, can leave a powerful and persuasive impression.”

Ben Parker, Creative Director, Made Thought



Each paper type features eight images, thus offering a practical demonstration of each paper's print performance, as well as an eyeful of inspiring photography, and turning the book from a simple design resource to a creative artefact in its own right.

The Fine Collection is available from gfsmith.com

NOTES FOR EDITORS

About the Fine Collection

128 pages

Divided between 8 papers

Each featuring 8 litho

8 digital-printed pages

Featured papers

- Zen
- Munken Design
- Mohawk Options
- PhoeniXmotion
- Accent Smooth
- Naturalis
- Mohawk Superfine
- Heaven 42

About G . F Smith

After a career travelling the globe selling stationery to printers and publishers, George Frederick Smith founded G . F Smith in London with his son in 1885. Over the following century, George's paper merchants built a reputation for quality and service, and became renowned as passionate pioneers of the paper industry. By 1972, when Bill Mackay and John Alexander launched the revolutionary Colorplan range of coloured papers, G . F Smith had become Britain's foremost curators of specialist papers for the creative industries – a position it retains today.

gfsmith.com
