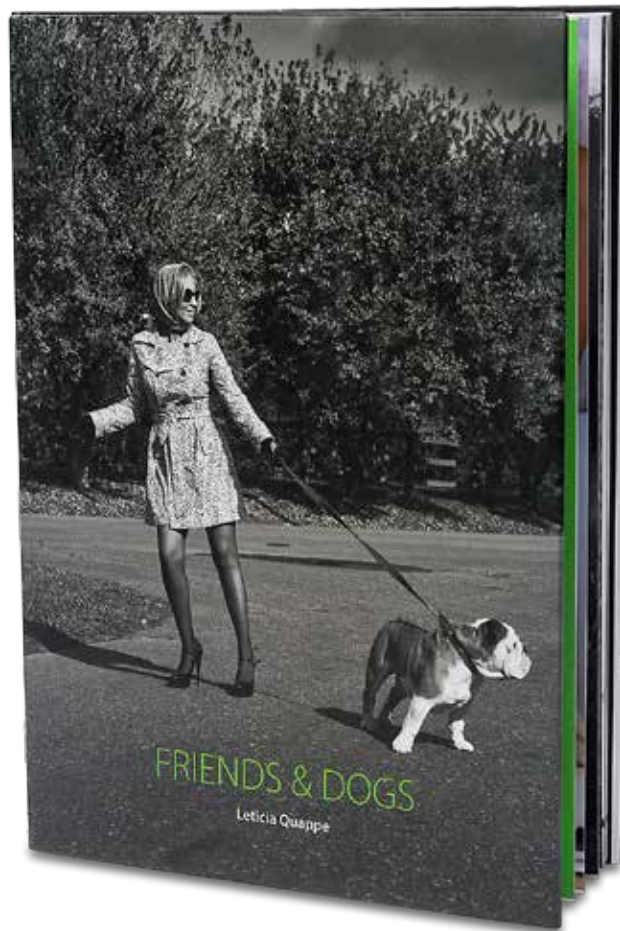


# Custom Photo Book Opens the Door to New Cutting-Edge Services at AGI

Artes Graficas Integradas (AGI)



## “Friends & Dogs”

Best-of-the-Best Award Winner—Photo  
Xerox Premier Partners Global Network

Artes Graficas Integradas (AGI) is one of the leading print production companies in Latin America, providing integrated solutions for multi-platform communications. The company was founded in 1976 and is located in Buenos Aires, Argentina.

[www.agi.com.ar](http://www.agi.com.ar)

“With this project, we opened ourselves up to new business opportunities for creative, original, short-run print applications—and now we get references for producing these cutting-edge applications.”

– Raúl Horacio Garcia, President, Artes Graficas Integradas S.A.

## Artes Graficas Integradas (AGI)—“Friends & Dogs”

Photographer Leticia Quappe wanted a book to accompany her exhibition, Friends & Dogs, which captures the relationship and bonding between her friends and their dogs. Artes Graficas Integradas (AGI) was able to cost effectively produce 60 copies on its Xerox® Versant® 2100 Press, establishing a new service offering for both Quappe and AGI.

### Challenge

Photographer Leticia Quappe and designer Mauricio Hoyuelos approached Artes Graficas Integradas (AGI) some years ago with a photo book project they wanted to self-publish. However, the offset printing solution AGI offered at the time was too expensive and required a minimum volume that was vastly more than the partners needed. Some years later they returned with a new photo book concept and a new understanding that on-demand, digital printing could deliver on their cost and volume requirements. This time they wanted a few dozen photo books they could sell in conjunction with an exhibition of Quappe's photographs called Friends & Dogs, which offered intimate portraits of 20 of her women friends and their dogs.

### Solution

Quappe worked with AGI to produce 60 copies of the 120-page book, *Friends & Dogs*, on the Xerox® Versant 2100 Digital Press with an EFI™ Fiery® Digital Print Server. Other contributors included Mauricio Hoyuelos, design and digital photofinishing; Patricio Rabinovich, producer; and Yasminka Asbun, editing and translation—the book's text is presented in both Spanish and English. Twenty copies were produced with hard covers, 40 with soft, using Creator Silk 170 gsm and Special Paper 180 gsm stocks. Quappe also produced a digital version, which is available on Apple® iTunes®. Proceeds from the digital version are donated to the Breath of Life animal shelter.

### Results

*Friends & Dogs* has been a success on several levels for photographer Leticia Quappe. The book was a strong complement to her photo exhibition and a powerful work on its own, exploring the relationships of dogs and their owners. Professionally, she has expanded her services to include high-quality photo books and uses *Friends & Dogs* as a sample, setting her apart from her competition. And through her relationship with the Breath of Life foundation, she is using proceeds from the book to help find homes for abandoned dogs.

The book also serves as an eye-catching print sample for AGI. It has helped to establish the firm's reputation as the go-to place for creative, cutting-edge, short-run printing projects, often incorporating personalization.

For information about all of the winners, visit [www.XeroxDigitalHotSpot.com/BestoftheBest](http://www.XeroxDigitalHotSpot.com/BestoftheBest)