

Eizo ColorEdge Monitors Give Lizza Studios a Critical Edge



Lizza Fine Arts Studios located in the small town of Tunkhannock, Pennsylvania has built an international reputation for fine art reproduction. Owner Bob Lizza relies on Eizo ColorEdge monitors to give him superior color accuracy and color management capabilities.

“As soon as I received my ColorEdge monitor, I unpacked it, plugged it in and loaded Eizo’s standard profiles,” said Lizza. “After working on the monitor for about 15 minutes, I was totally spoiled. I was seeing detail that I wasn’t able to see on other monitors. It was like comparing a 20-year-old television set to a brand new HDTV.”

Lizza Fine Arts Studios uses the Eizo ColorEdge CG220 monitor and a Cruse CS285 ST – a large-format, high-resolution scanner – to create the most accurate fine art reproductions possible. The ColorEdge CG220 and Eizo’s

proprietary ColorNavigator™ software, which allows for soft-proofing and on-screen color checking, has made Lizza Fine Arts Studios’ workflow process significantly more effective.

“The ColorEdge monitor has shortcut the need to make multiple print runs,” said Lizza. “Rather than doing 10 percent of the color correction on the monitor and 90 percent on paper, I can now do about 90 percent on computer and 10 percent on paper.” By eliminating multiple print runs on proofs, Lizza Fine Arts Studios is able to reduce the time it takes to create a fine art reproduction by about 70 percent.

Lizza became convinced that the ColorEdge was critical to his operation when he had to turn around a project quickly for a demanding customer.

Primavera Fine Art Foundation had commissioned Natalie Tsarkova – the official portrait painter of the late Pope John Paul II – to create a very large painting based on Pope John Paul II's additions to the Rosary. The Primavera Fine Art Foundation contracted Lizza Fine Arts Studios to make limited edition prints of Ms. Tsarkova's work.

"The clarity and color accuracy of the Eizo ColorEdge monitor became very important to me when Ms. Tsarkova and representatives from the art foundation arrived a day earlier than scheduled to review the reproduction proofs," said Lizza. "Because we were still working on the piece when she arrived, I wasn't able to print a copy and had to show her the image on the monitor. When I zoomed in on it to show her the detail, a look of relief came over her face, and she said, 'Bravo. Bravo.' She was able to see that we captured every little brush stroke and subtle hue. The ColorEdge played a very large role in convincing her that her painting was in good hands."

"Before I started using the ColorEdge monitor, I was using CRT technology that made soft proofing impossible," continued Lizza. "Now I use my monitor as a tool showing clients on screen what we're capable of doing."

The ColorEdge CG220 incorporates a powerful new Eizo-developed ASIC (application specific integrated circuit) with 14-bit color processing capability 16 times more accurate than 10-bit. This allows a larger number of grayscale increments. The result is a much greater degree of color detail, especially in dark areas and shadows.

"Any critical color that I do, I do it on the Eizo ColorEdge monitor," said Lizza. "With the Eizo ColorEdge I can make a small adjustment to the color – like a one percent change in the color yellow – and see it on the screen."



Lizza also takes advantage of the ColorNavigator software to save different calibration profiles simulating the printers, paper and ink stock the studio uses.

"With the calibration profiles, I can load the paper on screen, so I can see the difference in how the finished piece is going to look whether it's printed on Somerset velvet with the matte black ink set or if it's printed on canvas," said Lizza.

The Eizo ColorEdge monitor has inspired Lizza to create his own color neutral workspace. "I have a wonderful environment to make color correction judgments," said Lizza. "It's all about making judgments and controlling the monitor to show you as accurately as possible what your going to get when it prints."

Lizza Fine Arts Studios is a full-service, digital design and production studio that provides fine art reproductions and giclees, graphic design, large-format color printing, and digital photographic services to artists, galleries, corporations, and small to mid-sized businesses. Lizza Fine Arts Studios is home to the Lizza Fine Arts Gallery where original works of art and reproductions are shown and sold.

Owner Bob Lizza has more than 16 years of experience in the arts and graphic design fields and is a commissioned oil painter.