

A&I Photographic Names Khodr Cherri to Head Fine Art Department

HOLLYWOOD, Calif., April 21 (SEND2PRESS NEWSWIRE) – A&I Photographic and Digital has appointed Khodr Cherri as Director of its Fine Art Department. The move comes as the 30-year old company expands its services to cutting-edge forms of high end digital imaging while continuing its dedication to traditional photographic arts.

“His two decades working with the highest caliber artists has given Khodr Cherri unique status and a wide following in the fine art world,” said Baret Lepejian. “We are very proud to welcome one of the most trusted authorities on photographic printing and imaging to our team.”

“I’m really pleased to be working with Baret and Vic Lepejian and their team,” said Khodr. “My vision at A&I is to collaborate with each artist to provide expert consultation with a hands-on approach, creating traditional-style exhibition quality Chromogenic and Giclee prints, and custom-designed photo books as well as discovering new substrates for large format that are unique to the individual photographer.”

A graduate of the American University in Beirut, Khodr began his photography career as a film technician and Art Center student in Los Angeles. As production manager at the Nardulli lab, he worked with Herb Ritts, Helmut Newton, Matthew Rolston and Norman Jean Roy, among many other photographers. He has also worked with photo editors at publications such as Time Magazine, National Geographic, and Vogue. He is an expert in digital retouching and a skilled curator of work for gallery and museum exhibitions. Clients have included Sebastian Copeland, Andrew McPherson and Peggy Sirota. Prior to coming to A&I, Khodr was with The Icon.

The move comes as A&I has introduced large-format printing with its acquisition of an HP Scitex FB500, allowing artists to print high-quality images on a wide array of substrates including metal, tile and glass. A&I Books is also leading the way in fine art print-on-demand photo books created on two HP Indigo machines, and an in-house binding department.

About A&I Photographic and Digital:

A&I Photographic and Digital Services (www.aandi.com), the leading photographic services provider based in Los Angeles, has a 30-year legacy of providing high-end photographic services to the world’s top photographers. The company moved into the digital realm with its acquisition in 2004 by veteran photographic printer Baret Lepejian and his computer specialist brother Vic Lepejian. While continuing to provide the finest gallery and museum print services for top artists, the addition of two HP Indigo presses expanded the business into digital book production under the A&I Books banner, printing fine-art editions for such noted photographers as Herman Leonard, Melvin Sokolsky, and Joel Meyerowitz.

A&I Books is the only U.S. provider of Book Creator™, a free online book design software for customized photo books. A&I is allied with the Julia Dean Photo Workshops (www.juliadean.com), devoted to the traditional photographic arts, advancing the skills and increasing the personal enrichment of photographers of all experience levels and ages.

Media Contact:

Veronica Thomas
A&I Marketing
323-856-5280
800-883-9088.

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